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FIRST IN FILM NEWS

MOTION PICTURE DAILY

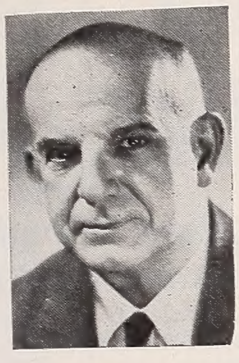
Accurate Concise and Impartial

VOL. 69. NO. 127 NEW YORK, U. S. A., MONDAY, JULY 2, 1951 TEN CENTS

Republic Lists 62 Features For New Year

Overall Total Is Eight Over Present Season

Republic Pictures at the weekend was committed to an overall program of 62 features and four serials in 1951-52, by Herbert J. Yates, company president.


Herbert Yates

Yates listed 34 features, 16 Western features and 12 Western revivals. This compares with an overall total of 54 features for the current season, consisting of 32 features and 22 Westerns, with no feature revivals.

James R. Grainger, sales vice-president, will hold a series of four regional sales meetings to discuss the program and promotion campaigns.

(Continued on page 4)

Billboard Program Scores, 20th Says

So large is the demand said to be for the gratis 24-sheets offered by 20th Century-Fox to exhibitors who will contract for billboard space that the home office has set up a special unit to handle exhibitors' inquiries.

The company reported at the weekend that more than 100 exhibitors have inquired concerning the offer since it was announced at the Los Angeles sales convention.

The offer was made as part of 20th-Fox's "Greater Showmanship" drive.

Ross Will Handle W. J. Clark's Duties

PHILADELPHIA, July 1.—William J. Clark, executive vice-president of National Film Service, is taking a leave of absence because of illness and during his leave his duties will be assumed by Chester M. Ross, an executive of Bonded Film Storage, New York, it was disclosed here at the weekend by James P. Clark, president of National.

Ross is an executive committee member of National Film Service.

20th Is Set on 34 of its 36 '51-52 Films

Twentieth Century-Fox is set on 34 of its 36 releases for 1951-52 and expects to have about 18 of them finished by Dec. 1.

The breakdown indicates seven musicals, nine comedies or comedy-dramas, nine romances, five outdoor attractions, one historical theme, one spy story, two mysteries, two war dramas and one biographical theme. A minimum of 14 of these will be in color.

Already reported has been the detail on a portion of the projected program, but additional detail now available reveals this:

Susan Hayward will star in "A Song in My Heart," based on the life of Jane Froman. Rory Calhoun, David Wayne and Thelma Ritter will be co-starred. Lamar Trotti will produce

(Continued on page 4)

MGM - UA Product Negotiations 'Cold'

Negotiations looking toward a sale of six completed M-G-M films to United Artists are cold, a statement from the former company made clear at the weekend.

"As there have been rumors and queries to the effect that M-G-M is planning to sell to United Artists for distribution a series of films produced at the M-G-M studios, the officials of M-G-M find it necessary to make an

(Continued on page 2)

ISSUE INDICTMENT VS. CHI. DRIVE-INS

Accuse Essaness, Five Other Corporations, of Fixing Admission Prices

WASHINGTON, July 1. — Indication that the Justice Department may be ready to take a closer look at operations of independent theatres was contained in an announcement here over the week-end of a Chicago Federal grand jury indictment of six drive-in corporations and two individuals, on charges of fixing admission prices to their theatres in violation of the anti-trust laws.

The grand jury indictment alleges that on March 9 the defendants, which operate drive-ins in Chicago and surrounding suburbs, held a meeting at which they agreed upon the admission price each theatre would charge and agreed to refrain from charging a group admission price based on a fixed charge per automobile.

Named as defendants in the indictment are: Essaness Theatres Corp. of Chicago; Starlite Drive-in, Inc., of

(Continued on page 2)

$35,000 to 'U' Sales Staff

Universal Pictures has sent $35,000 in cash to 116 district, branch and office managers, salesmen and bookers as their share of the prizes in the recently-concluded, record-breaking "Charles J. Feldman Sales Drive." Twenty-nine of the company's 31 branches in the U. S. finished over quota in the 17-week drive.

The Southern division, headed by F. J. A. McCarthy, Southern and Canadian sales manager, took first place among the divisions. The district headed by Henry H. Martin and including Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis was the top district. Martin took

(Continued on page 4)

16 New Members in Picture Pioneers

The admissions committee of the Motion Picture Pioneers has approved 16 applications of membership in the veteran industry organization. Applicants will be inducted at the MPP annual dinner in November. The admissions committee consists of William J. Heineman, Herman Robbins, Marvin Kirsch and Jack Cohn.

The 16 new members are: Albert Beck, Harry M. Bernstein, G. Ralph

(Continued on page 4)

Expect NPA to Overhaul Installation Exemptions

WASHINGTON, July 1.—The National Production Authority is about to overhaul its $2,000 exemption for installation costs of personal property, equipment and fixtures, limiting the provision to installation of personal property.

This means that installation costs of items that can be classed as fixtures or equipment—such as radiators, plumbing or electric lighting fixtures—can no longer come out of the $2,000 exemption but rather must come out of the $5,000 annual exemption for all other construction work.

The change will probably be announced tomorrow or Tuesday.

When this change is put through,

(Continued on page 4)

'Frogmen' Big at Roxy; $15,000 Bow

The Roxy Theatre here is having its biggest opening week in 1951, except for the Danny Kaye personal appearance, with the world premiere of 20th Century-Fox's "The Frogmen," according to A. J. Balaban, the theatre's executive director. The opening day is reported to have grossed $15,000, despite the fact that the entire mezzanine was reserved for guests at the premiere.

DuMont Gives CBS Color 'Two Years'

The CBS color television system was called an "interim system" which would last not more than one or two years by Allen B. DuMont, president of DuMont Laboratories, at a meeting of stockholders held on Friday at Clifton, N. J. At the same time, DuMont warned that development and widespread manufacture of other types of color TV tubes is still several years away.

DuMont announced that the com-

(Continued on page 4)

Hendel to Assist Danz with Circuit

SEATTLE, July 1.—James Hendel, former West Coast division manager for Eagle-Lion Classics, has joined the Sterling Theatre Circuit in Washington, as assistant to Fredric A. Danz, general manager.

Hendel started in the motion picture business as a salesman in Cleveland for United Artists and was made branch manager of that exchange. He joined Eagle-Lion in 1945 as manager of the Pittsburgh branch.

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Personal Mention

DON PRINCE, RKO Pictures Eastern publicity director, left here for Kansas City over the weekend, en route to Hollywood. He will also visit RKO exchanges in San Francisco, Seattle and Portland.

•

CHARLES LEVY, Eastern publicity director for Walt Disney, left here for Toronto and Montreal at the weekend. He is expected back on Thursday.

•

EDWARD E. SULLIVAN, assistant publicity manager for 20th Century-Fox, left over the weekend for the Coast.

•

P. T. DANA, Universal Pictures' Eastern sales manager, left here over the weekend for Pittsburgh and Cleveland.

•

RUSSELL HOLMAN, Paramount's Eastern production head, will return here from the Coast today.

•

GEORGE JESSEL arrived in New York over the weekend from the Coast.

Indict Drive-ins

(*Continued from page 1*)

Oak Lawn; ABC Theatricals, Ltd., of Posen; Double Drive-in Corp. of Chicago; Illinois Drive-in Theatres Co., Inc., of Morton Grove; Oak Lawn Drive-in Theatre, Inc., Oak Lawn, and Frank Fink and Irving Gandall of Chicago.

In announcing the grand jury action here, Attorney General J. Howard McGrath recalled that the Justice Department is now winding up its anti-trust suit against the major film companies, and that the purposes of that suit included introduction of competition in distribution of motion pictures and preventing large distributors from monopolizing film exhibition in towns where they owned theatres.

"The present indictment," McGrath added significantly, "is brought against independent motion picture exhibitors in the Chicago area, and charges them with price fixing. Now that the major factors in the motion picture industry have been compelled by court action to conform their practices to the anti-trust laws, there is nothing to justify independent exhibitors in fixing admission prices."

H. Graham Morison, assistant attorney general in charge of the anti-trust division, pointed out that this was the first film suit brought by the government concerned only with admission price-fixing. Stating that the Supreme Court has repeatedly ruled price-fixing illegal, Morison added—equally significantly: "It is particularly important in these times that all forms of price-fixing, whether carried on by a few large elements in an industry or many small ones be promptly prosecuted."

Review

"Alice in Wonderland"

(Walt Disney—RKO Pictures)

WALT DISNEY spins his film enchantment once again. His Technicolor account of Lewis Carroll's timeless fable has heart, imagination, humor and sentiment. Disney brings the story to eloquent life and also manages to add a few narrative touches of his own. Audiences of all ages and categories will find delight in this picturization of Alice's adventures in wonderland.

From the moment our little heroine plunges through the tunnel into the never-never realms to her final underground adventure with the fantastic queen, there passes an endless array of enchantments. Disney has enriched the all-animation production with an imposing roster of vocal talent.

Kathryn Beaumont's voice is eminently suited for Alice. Ed Wynn and Jerry Colonna come close to perfection as the Mad Hatter and the March Hare, respectively, a pair of eccentrics who give Alice a puzzling time. Richard Haydn as the Caterpillar and Sterling Holloway as the Chesire Cat lend wonderful effect to the animation. A word of admiration must also be spoken for Verna Felton's Queen of Hearts and Bill Thompson's White Rabbit. Other fine vocalizations include Pat O'Malley, as Dee and Dum; Heather Angel, as Alice's sister; Joseph Kearns, as Doorknob; Larry Grey, as Bill; Queenie Leonard, the bird in the trees; Dink Trout, King of Hearts; Doris Lloyd, the Rose; James MacDonald, Dormouse, and the Mellomen, as Card Painters.

It is fruitless to compare one sequence with another. All are good. Those which linger most fondly in this reviewer's memory however center around the Mad Hatter and the excitable Queen. Most memorable of the several songs is the lilting "I'm Late."

The production supervision was under Ben Sharpsteen and the directors were Clyde Geronimi, Hamilton Luske and Wilfred Jaxon.

Thanks Mr. Disney. Thanks very much.

Running time, 65 minutes. General audience classification. Release date, Aug. 1.

MANDEL HERBSTMAN

Warner Orders 25 Theatre TV Sets

Warner Theatres has taken a place in theatre television second only to United Paramount with the announcement at the weekend that it has placed orders with RCA for 25 installations of large-screen TV.

At present Warner has TV equipment installed in its Broadway showcase, the former Strand which will reopen tomorrow night as the Warner, and in the Stanley in Philadelphia, which carried last Wednesday's La Motta-Murphy exclusive theatre telecast.

A Warner spokesman said that other locations have not yet been decided upon. He said reports that seven TV sets would be installed in Warner's Philadelphia houses were conjectural, for no such decision has yet been made.

Queried in Camden, RCA sales manager Jack O'Brien said that orders for the equipment were coming from right and left as a result of the success of the two exclusive telecasts of boxing matches. He said that the industry goal of 100 theatre TV installations by the end of the year should be reached and perhaps surpassed.

Among the major circuits, Warner's order is exceeded only by UPT, which has five houses presently equipped, all but one with the Paramount theatre TV system, and has 20 RCA and two Paramount systems on order. Loew's, which has been notably reluctant to invest in the new medium, has only its Century Theatre in Baltimore presently equipped, while RKO has theatre TV in one theatre at New York, Washington and Cleveland. National Theatres and its affiliates are apparently holding back until the 20th Century-Fox Swiss Eidophor system is either perfected or discarded.

Bars 'Streetcar' Loop Run Extension

CHICAGO, July 1. — Federal Judge Michael L. Igoe on Friday refused to grant permission to Warner Brothers Corp. for a run in the Loop area of more than two weeks for a "A Streetcar Named Desire" even if it passes the censor.

He called the film a "shocking spectacle" and intimated that he believed the censors should examine it thoroughly before allowing it to be shown in Chicago.

At the same time he called the film "Captain Horatio Hornblower" a "clean, wholesome picture" and granted permission for the film to run six weeks in the Loop, four weeks longer than the two-week time limit for Loop showings ordered in a 1948 anti-trust decree. Judge Igoe reached his decisions after reading descriptions of the films by attorneys for and against the extension.

Malco Theatre Buys Video Equipment

MEMPHIS, Tenn., July 1.—Malco Theatre has purchased a screen-sized television receiver from RCA and installation of equipment has been ordered to proceed, M. A. Lightman, Sr., president of Malco Theatres, Inc., said at the weekend.

'Browning Version' Delay

The American premiere at the Sutton Theatre in New York of J. Arthur Rank's "The Browning Version," being released by Universal-International, has been postponed from early August to late Fall. It will now follow "The Medium," which opens in September.

Newsreel Parade

SUGAR RAY ROBINSON'S unhappy experience with German fight fans is spotlighted in current newsreels. Among other happenings covered are Korean war activity, an auto race in France and a contest for the most beautiful legs. Full synopses follow:

MOVIETONE NEWS, No. 53—U. S. celebrates 175 years of independence. Starving Chinese get Formosa rice. Walking-tower fete in Italy. Woman refugee, 105, flies to U. S. Contest for most beautiful legs. Near-riot marks Robinson boxing bout in Berlin.

NEWS OF THE DAY, No. 287—Aid for guerrillas in Red China. Gen. Ridgeway hails achievements of UN. Gov. Warren's daughter honored. Jugglers convention. Unique leg show. Sugar Ray in Berlin.

PARAMOUNT NEWS, No. 90—French speed classic. Senate probes drug addicts among youth. Oldest "D. P." arrives here. Summer heat turns Paris to summer hats. Riot in Berlin marks Robinson bout.

TELENEWS DIGEST, No. 26-B—Senate Crime Committee turns to illegal drug traffic. Moscow: U. S. Ambassador Kirk meets with Gromyko. Iranian oil crisis. Eisenhower and his staff. Rocket ships bombard North Koreans. Lady Godiva rides again—at Britain's Festival. Egypt's Farouk and bride. Truman asks health plan. Horse racing.

UNIVERSAL NEWS, No. 469—Gen. Ridgeway speaks. Eric Johnston talks on Brotherhood. Human target. House built in a jiffy. Underwater pipe line. Robinson-Hecht fight in Berlin.

WARNER PATHE NEWS, No. 92—Sugar Ray fight starts Berlin riot. Ridgeway warns Reds on Korea war anniversary. Burbank: Stars off to entertain G. I.'s in Korea. France: 24-hour auto race. Graduates across the nation.

Mark Woods Resigns From ABC Board

Mark Woods, vice-chairman of the ABC board and president of the network from its formation until 1950, has announced his resignation, effective at once. Woods entered the radio industry in 1923, became an executive of NBC and formed the Blue Network, ABC's predecessor, in 1942. He said he would announce his plans in September, following a vacation.

Shelton Is Named Deneau's Assistant

William C. Shelton has been named special home office sales representative of Lopert Films Distributing Corp. by Sidney G. Deneau, sales vice-president. Additionally, he will be assistant to Deneau.

Entering the industry in 1936, Shelton was first associated with RKO.

MGM-UA Talks

(*Continued from page 1*)

announcement putting an end to these rumors," the statement read.

"It is not contemplated to relinquish to any other distributing corporation the product produced at the M-G-M studios. The distribution of all products produced at the M-G-M studios will be handled by the M-G-M distributing department in the same fashion as has been the custom with all M-G-M pictures ever since the beginning of the company."

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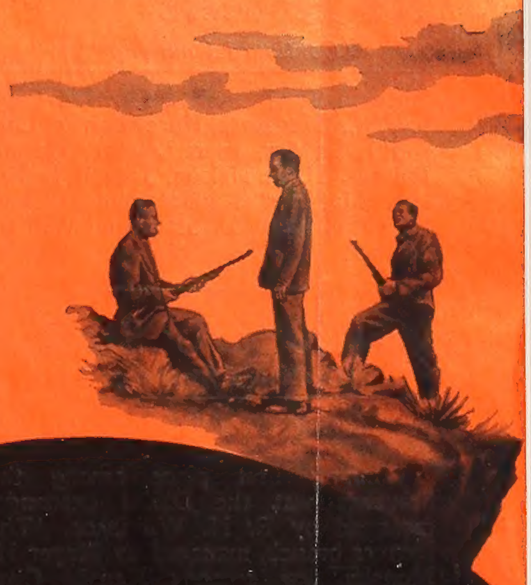

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Capital Phase of Red Probe Is Over

Washington, July 1.—House Un-American Activities Committee Chairman Wood (D., Ga.) states that "as far as I know" the Washington phase of the Hollywood hearings on Communistic and related activities on the Coast are over. He said a sub-committee would go to the Coast in late July or August to do some probing on the spot.

MP Pioneers

(*Continued from page* 1)

Branton, Paul Daniels, Howard Feigley, Sr., Sam Katz, Karel Lamac, Carroll J. Lawler, John Lefebre, Mannie Marcus, H. J. Nelson, Joseph J. Nolan, Matthias Radin, James Clark Shanklin, Ralph B. Staub and William Steiner.

$35,000 to 'U' Staff

(*Continued from page* 1)

over during the drive from the late Joseph E. Garrison.

Winning first place among the branches was the Dallas exchange, managed by R. N. Wilkinson. The Denver branch, managed by Mayer H. Monsky was second; Kansas City, managed by Jack Langan, was third; Oklahoma City, managed by Charles Hudgens, was fourth, and Seattle, managed by L. G. DeWaide, was fifth.

Francis SEZ...
"Boys, you'd better order PLENTY of extra popcorn... you're gonna need every kernel when you play my new picture..."
POP CORN
POP CORN
POP CORN
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

20th Fox Is Set on 34

(*Continued from page* 1)

and Walter Lang will direct, in Technicolor.

"Old Soldiers Never Die," a Korean war story with Richard Basehart, Gary Merrill, Rory Calhoun and Craig Hill. Samuel Fuller, who wrote "The Steel Helmet," will write and direct and Jules Buck will produce.

Victor Mature, Jean Peters and Mitzi Gaynor will co-star in "The Bloodhound of Broadway," a Damon Runyon story which George Jessel will produce.

Cary Grant and Jeanne Crain will reunite for "After All I've Done," a sequel to "People Will Talk." Joseph L. Mankiewicz again will write and direct.

A musical, based on "What Price Glory," is planned as "Charmaine." Dan Dailey will play Sergeant Quirt and Micheline Prelle, Charmaine, but the actor to play Capt. Flagg has not been selected as yet. Sol C. Siegel will produce in Technicolor.

Grant will co-star with Ann Southern in "The Philemon Complex," a comedy. Siegel will produce.

'Dizzy Dean' Film

"Dizzy Dean" is the tentative title of a film in which Dan Dailey will play the famed baseball player. Jules Schermer has been assigned as producer.

Philip Dunne will produce and Jacques Tourneur will direct "Way of a Gaucho," to be filmed in Technicolor in the Argentine.

"The Love Man," a *Collier's* serial by John D. Weaver, will be another project placed in the hands of Siegel for production. No cast assignments have been made thus far.

June Haver will play Eva Tanguay in "I Don't Care," with Eddie Foy, Jr. Danny Thomas, Ben Blue and others are in the support. George Jessel will act in it and produce as well in Technicolor.

Richard Widmark will star in "Island in the Sky," an aviation story. Frank Rosenberg will produce.

June Haver and Dan Dailey will co-star in "Father Does a Strip," a musical to be produced by Robert Bassler in Technicolor.

Susan Hayward is being considered for the lead in "There's One in Every Town," a romantic drama which Nunnally Johnson is writing and will produce.

Another contemplated musical will be "One Night Stand" with David Wayne and Gloria De Haven, in Technicolor. Jessel will produce.

Louis Jourdan, Jeff Chandler and Yma Sumac will head the cast of "Drums Along the Amazon,"a drama which Jules Buck will produce.

"The Gun and the Cross," dealing with New Mexico in the 1840's, also is on the list.

"Hawk of the Desert" is described as an "Under Two Flags" type of story. The leads are unassigned thus far, but Engel will produce.

"What Is My Sin?" formerly known as "Skid Row," will star Sterling Hayden. Stuart Heisler will direct for Joseph Bernhard and Anson Bond, the producers who will make the film independently for 20th Century-Fox release.

Edward L. Alperson, another independent producer releasing through the company, plans "Rose of Cimarron," starring George Montgomery and an unselected woman as co-star in Supercinecolor.

Gary Merrill and Debra Paget will co-star in "Mounted Patrol," a Northwest Mounted Police story which Engel will produce.

Fidelity Pictures is producing for the company "Chuck-a-Luck" starring Marlene Dietrich, Arthur Kennedy and Mel Ferrer. Fritz Lang is the director and Howard Welsch the producer.

"Belles on Their Toes" is designed as a sequel to "Cheaper by the Dozen." Jeanne Crain and Myrna Loy will co-star. Engel will produce in Technicolor.

Gary Cooper probably will star in "Wait Till the Sun Shines Nellie," described as "a romantic drama in the manner of 'Cimarron'." Anne Baxter probably will co-star. Henry King will direct and Jessel will produce.

Forest fire fighters will provide the story base of "Red Skies of Montana." Richard Widmark and Constance Smith will be the starring team. Joseph Newman will direct and Engel will produce, in Technicolor.

"Lydia Bailey," based on Kenneth Roberts' novel, is in production with Miss Crain, Dale Robertson and Anne Francis. Jean Negulesco is directing and Schermer producing, in Technicolor.

Claudette Colbert will star in "White Witch Doctor" which Otto Lang will produce. The director is yet to be assigned, but the film is slated for Technicolor.

These are in addition to other vehicles already announced, including "Golden Girl," "Five Fingers," "Mabel and Me," "Kangaroo," "The Marriage Broker," "Return of the Texas" and "Viva Zapata."

DuMont Gives CBS

(*Continued from page* 1)

pany has received defense orders totaling $30,000,000 but the company's net profit for the period from Jan. 1, 1951, to May 20, 1951, has declined from $2,380,886 in the same period in 1950 to $487,618. The cost of "tooling up" for the defense work accounted for the drop, he said.

All officers and directors were reelected. The directors are: Leonard F. Cramer, DuMont, Bruce T. Dumont, Thomas T. Goldsmith, Jr., and David Van Alstyne, Jr., all elected by the Class A stockholders, and Barney Balaban, Paul Raibourn and Edwin Weisl, elected by the Class B stockholders, Paramount Pictures.

The officers are: DuMont, president; Cramer, vice-president; Raibourn, treasurer; Bernard Goodwin, secretary; Arthur Israel, assistant treasurer, and Irving Singer, assistant secretary.

Jack Benny to Orient

HOLLYWOOD, July 1.—Jack Benny and five other entertainers have left here by air to entertain United Nations servicemen in Tokyo and Korea.

Yates Sees Benefits From 'P.R.' Drive

Republic Pictures president Herbert J. Yates, in commenting on the decline in theatre receipts in the past 15 months, stated that motion picture theatres have withstood the onslaught of many competitors. "Recent exhibitor and distributor (public relations) campaign of selling the public have begun to achieve results;" and, in his opinion, this selling will stimulate the public's desire to attend theatres during the months directly ahead.

Republic Lists 62

(*Continued from page* 1)

The first conference will be held on Friday and Saturday of this week at the Blackstone Hotel in Chicago, where Grainger will be joined by district manager Abe Fischer; Richard G. Yates, Grainger's executive assistant; and 10 branch managers. Other meetings will be held in New Orleans, on Monday and Tuesday, July 9-10, where Grainger will meet with district manager Walter L. Titus, Jr., and seven branch managers; in San Francisco, where district manager Francis Bateman will meet with six branch managers on July 12-13; and in New York, where district manager John P. Curtin and James B. O'Gara will join Grainger and a group of nine managers for a conference on July 17-18.

The 1951-52 product will consist of 15 productions in the Deluxe Group. Three Judy Canovas will make up the Peerless Group, introducing for the first time the company's new three-color Trucolor.

The Musical Comedy Group includes three special productions starring Estelita. The New Master Group consists of three special exploitation pictures produced in various parts of the world. Ten variety and special productions highlighting action and adventure make up the balance of the feature program.

The Western program is highlighted by eight in the Paramount Group starring Rex Allen. Edward J. White will be associate producer of the Allen pictures, which will be directed by William Witney. Two in the Premiere Group will star Roy Rogers and Trigger and these will be supplemented by 12 Roy Rogers revivals.

NPA to Limit Cost

(*Continued from page* 1)

the situation on purchase and installation costs would shape up something like this: The cost of personal property items would not count against either the $2,000 or the $5,000 ceilng; the installation cost of personal property would be limited by the $2,000 ceiling; all other purchase and installation costs going into construction would count against the $5,000 ceiling.

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VOL. 70. NO. 2 NEW YORK, U. S. A., TUESDAY, JULY 3, 1951 TEN CENTS

NPA Expands, Issues New Regulations

20 Additional Offices To Handle Applications

WASHINGTON, July 2.—The National Production Authority today reported the establishment of 20 additional field offices, making a total of 57.

The field offices can receive applications for theatre building, though processing of these applications and final decision takes place in Washington. Eventually they are all to have enforcement offices, to handle complaints on illegal building. They also are able to answer queries on the Controlled Materials Plan and other NPA regulations.

The new field offices are at: Columbia, S. C.; Columbus, O.; Honolulu; Jackson, Miss.; Little Rock Ark.; Manchester, N. H.; Montpelier, Vt.;

(*Continued on page* 6)

$147,000 for 'Caruso'

Good business over the weekend and the prospect of holiday crowds tomorrow have given Broadway first-run grosses a welcome lift and boosted figures to happy totals.

Leading the parade is "The Great Caruso," whose spectacular run at the Music Hall has made box-office news during the doldrums of the past few weeks. The estimate for the eighth week is $147,000, up nearly $20,000 over the seventh and within a few

(*Continued on page* 2)

Special Program for Warner Opening

Dennis Morgan, Patricia Hitchcock and Albert Warner will make double appearances at the opening of the new Warner Theatre (formerly the Strand) here tonight when Alfred Hitchcock's "Strangers on A Train" will have its premiere as part of the celebration of Warner's 25th anniversary of talking pictures.

Warner, Morgan and Miss Hitch-

(*Continued on page* 6)

All-Industry Meeting to Meet 'Crisis' in Milwaukee

MILWAUKEE, July 2.—Following a special emergency committee meeting held here, Wisconsin Allied president Ben Marcus disclosed that the date of Tuesday, July 17, had been set aside for an all-industry meeting of independent exhibitors in the Milwaukee area, all trade and labor unions, representatives of the film companies, service companies and supply dealers in an effort to find a solution for helping the distressed theatres in this area during the "crisis in Milwaukee."

In response to a bulletin sent out previously by Marcus, most of the companies have indicated a willingness to discuss the problems of Milwaukee exhibitors and to cooperate to the fullest extent in an effort to ease the crisis and keep the theatres in operation.

COMPO Elections Due Soon; Depinet Continuance Sought

Efforts to persuade Ned E. Depinet, RKO Pictures president, to continue for another year as president of the Council of Motion Picture Organizations are expected in the event the executive board of COMPO proceeds to an election of officers at a meeting which it is hoped can be held in conjunction with the COMPO seminar in Hollywood, July 23-26.

Depinet was named president of COMPO in Chicago in May, 1950.

(*Continued on page* 7)

Advance Plans for COMPO Seminar

Numerous suggestions of topics to be included on an agenda for the Council of Motion Picture Organizations' seminar to be held in Hollywood, July 23-26, were advanced at a meeting here yesterday of Arthur L. Mayer, COMPO executive vice-president; Robert W. Coyne, special counsel, and Gael Sullivan, chairman of the seminar committee.

The suggestions will be forwarded to member organizations of COMPO and regional associations with recom-

(*Continued on page* 6)

Schine Orders TV For Three Theatres

ALBANY, N. Y., July 2.—The Schine circut is reported to have placed orders with RCA for a large screen television for its theatres in Syracuse, Cortland and Lockport. The Paramount in Syracuse and the Palace in Lockport are understood set to get theatre TV and either the Temple or State in Cortland will be the third house. Their capacities average 1,600 to 1,700 seats.

The cost of equipment, booth changes and installation of coaxial

(*Continued on page* 6)

SAG Defeats TVA on NLRB Ballots; Retains All Studios

HOLLYWOOD, July 2.—As the result of ballots counted today, the Screen Actors Guild retained its position as the bargaining agent for actors employed by producers making more than 99 per cent of all pictures made in the U. S., including television. Television Authority, talent union for "live" television, contested six of the nine elections but failed to gain a majority in a single case.

In the six contested elections conducted here by the National Labor Relations Board, SAG won the right to continue representing actors employed by the six companies in question, by a total vote of 439 to 48, a better than nine to one margin.

By studios the vote was: Apex

(*Continued on page* 7)

U. K. Film Pact Talks Hit Delay

Washington, July 2.—The Anglo-American negotiations on a new film agreement have been set back a week or more by the illness of Sir Hartley Shawcross, who will head Britain's negotiators. Motion Picture Association of America's vice-president Joyce O'Hara, who was to have flown to London at the end of this week, has now set his departure back to "around the 11th."

Loew's Profit Up $310,000 In 2nd Quarter

Reports $5,567,619 in 40 Weeks Ended June 7

Loew's, Inc., reports net income of $1,341,754 or 26 cents per share for the 12 weeks ended last June 7, after depreciation, adjusted taxes and all other charges, compared with $1,032,478, equivalent to 20 cents for the corresponding period last year, an increase of some $310,000.

The company reported net income of $5,567,619 or $1.08 per share for the 40 weeks ended on June 7, compared with $6,019,441, or $1.17 per share for the same period in 1950.

Gross sales and operating revenues for the 12 weeks ended June 7 are estimated at $38,933,000; compared with $39,389,000 a year earlier, and for the 40 weeks ended June 7, 1951, they were $132,883,000, compared with $135,007,000 a year earlier.

Operating profits, before charges,

(*Continued on page* 6)

Hit Telecasts In Theatres

ALBANY, N. Y., July 2.—Rumblings of boycott are being heard here in the wake of the exclusive telecast in Fabian's Palace Theatre of the Louis-Savold and Murphy-Lamotta bouts. Many home set owners and grill patrons are reported griping about the "unfairness" of the arrangement, calling it "monopoly." Some of them are said to be threatening to "boycott" the theatre. Grill customers and proprietors are particularly bitter. Some

(*Continued on page* 3)

Disney-RKO Sue Souvaine on 'Alice'

Walt Disney Productions and RKO Pictures yesterday filed for an injunction to prevent Souvaine Pictures from releasing Lou Bunin's French-made "Alice in Wonderland" for 18 months unless the distributor and licensees agree to advertise prominently that the picture has no connection with Disney's film of the same name.

The Bunin picture is slated to open

(*Continued on page* 3)

Personal Mention

ROBERT B. WILBY of Atlanta, United Paramount Theatre operator in the South, is in New York preparatory to sailing for Europe to spend the summer.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and JERRY PICKMAN, director of advertising, publicity and exploitation, will leave here for Philadelphia on Thursday and will return the following day.

•

HARRY MANDEL, RKO Theatres' advertising-publicity director, returned here yesterday after spending three weeks vacationing on the Coast.

•

KURT FRINGS, director, accompanied by his family, will sail from here today for Europe aboard the S.S. *Liberte*.

•

WILL HAYS and MRS. HAYS will sail from here today for a North Cape cruise aboard the S.S. *Caronia*.

•

WILLIAM L. BELL, European recording manager of the Westrex Corp., has returned here from Paris.

•

FRANK A. UNGRO, treasurer of the Westrex Corp., is in Chicago from New York.

•

ROBERT TAYLOR will sail from here today for England aboard the S.S. *America*.

•

FRANK WOODS, Lippert executive, is ill at his San Francisco home.

Silver Anniversary Tribute to Curtiz

HOLLYWOOD, July 2.—Michael Curtiz will be the guest of honor tomorrow at a silver anniversary studio luncheon to be given by Harry M. and Jack L. Warner to celebrate Curtiz' 25 years of continuous association with Warner Bros.

Curtiz was signed by Warner and came to Hollywood on July 4, 1926. Since then, he has directed 80 pictures. Paying tribute to Curtiz at his anniversary luncheon, in addition to the two Warners, will be the studio's producers, directors and executives.

Allied of Ia.-Neb. To Meet July 12

DES MOINES, July 2.—The third annual meeting of Allied of Iowa and Nebraska will be held July 12 at Arnolds Park, Ia., in conjunction with an outing and party for members, Harry Lankhorst, chairman, has announced.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Independence Day, a legal holiday.**

N. Y. First-Run Grosses

(*Continued from page 1*)

thousand dollars of equaling the opening. The picture, already up in the million-dollar gross category, will hold for a ninth week, thus becoming the fifth film to run that long in the house's history.

A newcomer, "The Frogmen" at the Roxy, is bringing that house the best business in months with the initial week's gross estimated at $105,000. An ice show is on stage. Extra shows will be held tomorrow. Also doing excellent business by recent standards is "Excuse My Dust" at the Capitol where a first week's gross of $44,000 is expected. Margaret Whiting heads the stage bill.

"He Ran All the Way" is ending a two-week run at the Paramount with a final week's take expected to reach $57,000, which is good business. "Dear Brat" will open there tomorrow with the comedy team of Martin and Lewis on stage.

New product in the straight film policy houses is showing up well. The Globe expects to top $32,000 for the first week with "Ace in the Hole" and the Criterion will be close to the same figure with its new film, "The Prowler." This is above average business for both houses.

"Hard, Fast and Beautiful" opened satisfactorily over the weekend at the Astor; $25,000 is estimated for the first week. At the Victoria, "The Mask of the Avenger" is having a modest first week, with the gross expected to reach $22,000. "Goodbye, My Fancy" bowed out of the Holiday last night after five weeks; the final stanza drew about $6,500. "I Was an American Spy" will open there today.

The off-Broadway showcases are holding steady with long-run product. "Tony Draws a Horse" took in $7,100 for its seventh week at the Park Avenue and is having the longest run of any film to play the house since Walter Reade resumed the management last fall. "Kon-Tiki" is holding to a fine $8,500 gross for the 13th week at the Sutton. "Teresa" at the Trans Lux 52nd Street is doing a bit better in its 13th week than the 12th, $3,600 being the estimate.

"Tales of Hoffman," roadshowing at the Bijou, will maintain its consistent pace by drawing about $12,000 for its 13th week.

$12,000 for 'Thief'

DETROIT, July 2.—With a weekend gross of $12,000 reported, Universal-International's "The Prince Who Was a Thief" is having the best opening of any U-I picture to play the Michigan Theatre here.

Mulvey Completes Detroit Deposition

James A. Mulvey, president of Samuel Goldwyn Productions yesterday completed nearly a full week of pre-trial hearings before attorneys representing United Detroit Theatres and Cooperative Circuit, both of Detroit. Mulvey was giving a deposition in connection with the Society of Independent Motion Picture Producers' suit against the two circuits.

FCC Again Delays Channel Hearings

Washington, July 2—The Federal Communications Commission has again postponed the starting date of its television channel allocation hearings from July 9 to July 23. With the hearings scheduled to run many weeks, the further postponement of the starting date raises anew the possibility that the theatre television hearings, slated to start Sept. 17, may also have to be postponed.

Lichtman to Face Eastern Pa. Critics

PHILADELPHIA, July 2.—20th Century-Fox distribution head, Al Lichtman, will appear before a mass meeting of exhibitors from this area on July 11 to face the theatremen's questions and charges about the sales policies of 20th-Fox. Eastern Pennsylvania Allied is to conduct the meeting next week, to be held at the Broadwood Hotel here, with all independent exhibitors invited.

In an organization bulletin, Sidney E. Samuelson, president and general manager of Eastern Pennsylvania Allied, said that Lichtman "is prepared to discuss the sales policies of his company and the grievances which exhibitors in this territory have expressed."

Para. Renews Pal's Option for Year

Producer George Pal's option has been renewed by Paramount for another year.

During his first 12 months at the studio, Pal completed "When Worlds Collide," which tells the story of the end of the world and the 40 people who escape by rocket to another planet. He is presently working on the H. G. Wells science-fiction story, "War of the Worlds" which describes the invasion of earth by Martians.

60 Houses in 'Lake' Cooperative Ad

Sixty theatres in the Seattle area will kick-off today with 20th Century-Fox's "Secret of Convict Lake" in a mass saturation opening.

Taking advantage of the cooperative advertising offered by the company, the theatres are participating in a large-scale ad for the film, telling of the day-and-date openings

$45,000 to Toronto Tent

TORONTO, July 2.—According to a checkup by Joe Ziegler of the baseball committee, the Toronto Variety Tent realized $45,000 on the proceeds from the benefit game here in aid of the Variety Village School for Crippled Boys,

Illinois Drive-in Files Trust Suit Vs. Majors, B&K

CHICAGO, July 2. — The Illinois Drive-in Theatres Co., operating the Drive-in Theatre in suburban Morton Grove, has filed suit here in Federal District Court against eight major distributors, Balaban and Katz, and Warner Brothers Theatres, and Warner Bros. Circuit Management Corp., asking triple damages of $1,800,000 for alleged loss of revenue from 1941 to the present. The suit charges that the Drive-in Theatre was not allowed to play pictures until 15 weeks after the first Chicago run, from 1941 to 1945, and nine weeks after first run from 1945 to 1947, resulting in the alleged loss of revenue. The chief stockholder of Illinois Drive-in Theatres Co. is N. S. Barger.

Coincidentally, Illinois was named as one of the defendants in the anti-trust suit filed here at the weekend against six Chicago drive-ins by the Justice Department.

Six Independents File Against Major Companies

CHICAGO, July 2.—Anti-trust suits by six more theatres against major film companies, Balaban and Katz Theatres and Warner Brothers Theatres were filed here in Federal District Court by attorneys John Sullivan and Eugene H. Dupee, Jr. The theatres claiming damages are the California, White Palace and Homan, which were operated by S. Roberts and Marvin Lowenthal during the period for which damages are being asked; and the Avenue, Bell and Savoy, jointly owned by Nathan Fadim and Leon Kaplan.

Steiner Sues Reade

Joseph Steiner, president of Broadcast Pictures, has filed suits in New York Supreme Court against the Park Avenue Theatre and Walter Reade Theatres for breach of employment contract and for monies advanced for the theatre while he was managing director from Nov. 1950 to March, 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

in Person
DEAN JERRY
MARTIN LEWIS
BARR & ESTES · MAYO BROS.
HELEN O'CONNELL · DICK STABILE and his Orch.
PARAMOUNT TIMES SQUARE

ON SCREEN
Dear BRAT
starring MONA FREEMAN
BILLY DE WOLFE
EDWARD ARNOLD · LYLE BETTGER
A PARAMOUNT PICTURE
Midnight Feature Nightly

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National Pre-Selling

PARAMOUNT producer George Pal has been honored as the man who contributed the most toward science-fiction in the past year. Pal, producer of "Destination Moon" and the forthcoming Paramount film, "When Worlds Collide" was cited at the fourth Annual Convention in San Francisco of science-fiction writers and editors. He was presented with "The Invisible Man" Award which is made each year. The unique statuette is inscribed with two footprints indicating the presence of the "invisible man."

•

An additional million "David Bathsheba" give-away cards and heralds have been ordered by 20th Century-Fox for nationwide distribution by Walter (Goliath) Talun, now on tour. He has already used 65,000 in the first few days of his trip as souvenirs of the visit of this colorful exhibit for the crowds. The giant was in Altoona yesterday and will be in Pittsburgh tomorrow, where he will highlight a citywide Fourth of July celebration, and then sets off through Ohio cities, including Youngstown, Canton, Akron, Cleveland, Columbus, Springfield, Dayton and Cincinnati.

•

Louella Parsons, in Cosmopolitan *for July, now on sale, calls "Show Boat" the best musical of the month, and cites Ava Gardner for the best performance of the month in "Pandora and the Flying Dutchman." She calls the M-G-M picture "a film of startling originality" and says that the star is "the most ravishing 'femme fatale' I've ever seen, who gives a laughing, brooding, amoral portrayal." Metro also reports that the July* Vogue *carries a photograph of Deborah Kerr with credit to "Quo Vadis" and that the July* 18 *issue of* People Today *will feature Esther Williams on its cover.*

•

Scores of requests for the free 24-sheet poster offered by 20th Century-Fox to all exhibitors contracting for billboard space are swamping the company's home office, with a special unit assigned to handle the orders. The offer was made as part of the "Greater Showmanship" drive which was announced at the recent Los Angeles sales convention, and will benefit all theatres in extracting the full potential at the box office.

•

Doris Day and Gordon MacRae, who co-star in Warner's Technicolor musical, "On Moonlight Bay," will be seen on seven fan magazine covers during August, September and October. Miss Day will be on the covers of Photoplay, Motion Picture, Silver Screen, Movieland *and* Movie Stars Parade.

•

Charles Seiden of the Lewis Supply Co., which manufactures the "Gene Autry" bicycle as a franchised article for promotion, reports that "Gene Autry Day" in Atlanta (without Gene Autry in person) sold 495 bicycles, and that his company has just sold 5,000 bicycles to the Firestone stores, as a result of magazine tieups.

—WALTER BROOKS

Reviews

"Rich, Young and Pretty"

(Metro-Goldwyn-Mayer)

A ROMANTIC comedy with music is given a Parisian setting and an ornate Technicolor frame in "Rich, Young and Pretty." The story meanders along gaily without too much concern over credulity. Its prime purpose is entertainment and it achieves this end conspicuously.

Vic Damone makes his screen debut in the production and quite naturally he sings a number of songs. As a matter of fact, just about everyone gets into the singing mood and that includes Jane Powell, Danielle Darrieux, Wendell Corey and Fernando Lamas.

The story has Corey going off to Paris with his daughter, Miss Powell, and housekeeper, Una Merkel, on a State Department mission. There are some misgivings about the trip for Corey because his estranged wife, Miss Darrieux, is now living in Paris, where she is a nightclub entertainer. It seems that a score of years ago she forsook the drab life on a Texas ranch with Corey and returned to her native France. In departing she left with Corey their infant daughter, now the grown Miss Powell.

Paris being the city of romance, it lives up to tradition, insofar as Miss Powell is concerned. She meets and falls in love with a singing government clerk, Damone. She also meets Miss Darrieux, whom she thinks is a charming stranger. In time a rift between Miss Powell and Damone develops, whereupon both parents, after some differences of opinion, get together and engineer the happy ending for the youngsters.

There are close to a dozen sock tunes in the film, some new, some old. Norman Taurog directed knowingly and Joe Pasternak produced. Dorothy Cooper and Sidney Sheldon collaborated on the screenplay, from a story by the former.

Running time, 95 minutes. General audience classification. Release date, Aug. 3.

MANDEL HERBSTMAN

"Three Steps North"

(United Artists)

NAPLES and Amalfi serve as the marvelous background for this bi-lingual picture made in Italy, with the Italians speaking Italian and the Americans speaking American, and the result is more pleasing than most of the films made under the same conditions. Producer-director W. Lee Wilder has handled well a rather complicated script by Robert Harari, and succeeds in keeping the plot moving. The picture is an obvious bet for art houses, but the action and suspense should enable it to stand up in other situations.

The theme is the return of U. S. soldier and blackmarketeer Lloyd Bridges to Italy, after four years in military prison, to dig up his 4,000,000 lire. The place he buried it is now a military cemetery, and the police and all sorts of unsavory local characters, including ex-American gangsters now residents of Italy, are interested also. Bridges is also involved in reviving his romance with local beauty Lida Padovani. He succeeds in the latter project; but fails in the former, for the money has gone to cemetery caretaker Aldo Fabrizi, an allegedly simple soul who used the money to build a chapel.

Miss Padovani has little to do, but Fabrizi contributes a delightful characterization, simple, but not dumb, pious, but also sophisticated; deeply human and powerful. Bridges as the ex-American "G. I." is an unregenerate, money-mad fellow with a strictly limited vocabulary and general approach. American audiences will understand him.

Running time, 85 minutes. Adult audience classification.

Sue on 'Alice'

(*Continued from page* 1)

on July 26 at the Mayfair Theatre, just one week prior to the opening of the Disney film at the Criterion. A preliminary hearing has been set for Federal District court here on July 10.

The papers filed state that Souvaine should be restrained from manufacturing prints of its "Alice" unless it is agreed that all advertising should carry the following legend in large type: "A Souvaine Pictures release produced in France by Lou Bunin Productions and having no connection with Walt Disney Productions."

Production cost of Disney's "Alice" are listed as $2,963,465 and print costs at $200,000, with advertising costs already at $325,000, and $275,000 more budgeted. According to the complaint, Disney announced in 1945 that he was starting work on "Alice" for 1951 release, while Bunin's production was not started until Oct., 1946. Bunin originally planned U. S. release through Pathe and Eagle-Lion, according to the Disney-RKO complaint, and Bunin is now facing a $1,000,000 suit by Pathe.

In addition, the complaint charges, Eagle-Lion representatives offered the Bunin picture to Disney last year for $16,000.

The complaint says that Disney's "Alice" was to be premiered here by Harry Brandt's Mayfair Theatre, but that RKO was unable to reach an agreement on terms with Brandt and Picto Pictures, both named defendants in the injunctive proceedings. As a result, RKO signed with the Criterion for an Aug. 1 premiere and Brandt bought the Bunin "Alice" from Souvaine.

A spokesman for Souvaine Pictures said yesterday the company would reserve comment on the RKO-Disney injunction proceeding pending receipt of the court papers.

Sherrill in Interim Kansas MPA Post

KANSAS CITY, Mo., July 2.—Woody W. Sherrill city salesman of M-G-M, was named by the board of directors of Motion Picture Association of Greater Kansas City as interim director pending election by members of a successor to Robert L. Conn, now 20th Century-Fox branch manager at Des Moines.

Price Exemption to Stay for Industry

Washington, July 2.—Continued price control exemption for film rentals and admissions seems assured.

The one-month stop-gap extension of the Defense Production Act preserves this exemption, as does the eight-month "permanent" extension passed by the Senate on Friday. The House still must finish work on a one-year extension bill, but as it now stands, the bill would preserve the exemption, and no move has developed to change this provision.

Add Three to Para. Force; Shift Others

In a move to bring Paramount's field exploitation force to maximum strength Jerry Pickman, director of advertising and publicity, has added three to his staff and has shifted the assignments of four others.

Bob Bixler, recently with the Interstate Circuit, has been named for Dallas and Oklahoma City; Ralph Buring has been assigned to Cincinnati, Pittsburgh and Indianapolis, and Gabe Sumner, formerly with Schine, has been appointed to the New York branch. All will work under Sid Mesibov, exploitation manager.

Israel-Made Film Screened by UJA

A special press screening was held here yesterday by the United Jewish Appeal of "Tent City," a 30-minute documentary made in Israel. The story describes the settlement and adjustment of immigrants to Israel from scattered sections of the globe.

According to Baruch Dienar, who produced and wrote the screenplay, negotiations are currently underway with a major distributor for the theatrical release of the film.

The story unfolds through the eyes of a nine-year-old boy and his grandfather, both of whom arrived from Iraq. The cast is composed of the immigrants themselves. As a result there is a visual integrity to the production which makes it noteworthy in addition to the drama inherent in the narrative. Leopold Lahola directed.

M. H.

Hit Telecasts

(*Continued from page* 1)

complaints have been made to theatre managers. It is not known whether the boycott threats will be carried out, or how long the squawks will continue.

The position of the theatre management is that "free entertainment" has never been guaranteed in the sale of television sets. The disposition of video rights to boxing, sports and other events is for the decision by the owners of the events, under conditions and terms they set, and not by the public. It was pointed out that filmed versions of fights have been telecast later.

HOT with HITS for the entire summer

PARAMOUNT

DATE	TITLE	CAST
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S **Ace In The Hole**	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS' **That's My Boy**	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	Darling, How Could You!	JOAN FONTAINE JOHN LUND MONA FREEMAN
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	The producer of "Destination Moon" has made this new, and startling interplanetary adventure . . . .
	Submarine Command	WILLIAM HOLDEN NANCY OLSON WILLIAM BENDIX
	WILLIAM WYLER'S **Detective Story** ✻	KIRK DOUGLAS ELEANOR PARKER WILLIAM BENDIX
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR	RONALD REAGAN RHONDA FLEMING
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	BOB HOPE HEDY LAMARR

starts

your golden

boxoffice

autumn in

September

with

these

MORE,
BETTER, BIGGER
PICTURES

!

PLEASE NOTE ✻

The Tremendous Money-Show We've Added For November:

William Wyler's "DETECTIVE STORY"

Kirk Douglas, Eleanor Parker, William Bendix

The stage play that staged the biggest thrills on Broadway for two years . . .

PLAY PARAMOUNT NEWS—it's the program builder that guarantees "the best show in town"!

BING **CROSBY** · JANE **WYMAN**

ALEXIS **SMITH** · FRANCHOT **TONE**

JAMES **BARTON**

FRANK CAPRA'S

HERE COMES THE GROOM

with

ROBERT KEITH and introducing ANNA MARIA ALBERGHETTI

Produced and Directed by FRANK CAPRA · Associate Producer IRVING ASHER · Screenplay by VIRGINIA VAN UPP, LIAM O'BRIEN and MILES CONNOLLY Story by ROBERT RISKIN and LIAM O'BRIEN

Bing's bang-up musical romance celebrates

Paramount Week Sept. 2–8

A frank story of youth today—with three of today's most wanted stars.

MONTGOMERY CLIFT

ELIZABETH TAYLOR

SHELLEY WINTERS

in

GEORGE *Stevens'* Production of

A PLACE IN THE SUN

with

KEEFE BRASSELLE · Produced and Directed by GEORGE STEVENS · Screenplay by Michael Wilson and Harry Brown · Based on the novel, An American Tragedy, by THEODORE DREISER and the Patrick Kearney play adapted from the novel

---

A PERLBERG-SEATON Production

RHUBARB

starring

RAY MILLAND

JAN STERLING

with

GENE LOCKHART and RHUBARB

Directed by ARTHUR LUBIN · Screenplay by DOROTHY REID and FRANCIS COCKRELL

Based on the Novel by H. Allen Smith

Funniest comedy in nine lifetimes—about a cat who inherits $30,000,000 and a major league ballteam!

Short Subject

"They Fly with the Fleet"

(*This Is America—RKO Pathe*)

The nation's rearmament program again has the Navy's pilot training school going full force at Pensacola, and the current "This Is America" short shows in vivid detail the rigorous paces through which potential Navy and Marine pilots are put. The camera centers on four recruits and follows their paths as they progress through foot drill, sports, their first solo flight and on until the Navy wings of gold are pinned on them by Vice Admiral John Dale Price, chief of Naval Air training. The shots of planes on land and sea, plus the close-ups of actual naval practices, make for an engrossing film. Running time, 22 minutes.

Schine Orders TV

(*Continued from page* 1)

cables will probably run around $25,000 per each theatre. RCA guaranteed no delivery or installation dates, but it is hoped they will be completed by or before Jan. 1, 1952.

Schine officials are said to have tentative plans for the installation of theatre television in 10 other New York, Ohio ond Kentucky houses, but no orders have yet been placed.

Ohio Theatres Join Theatre TV Parade

CLEVELAND, July 2.—Jack Platt, RCA local sales manager, reports several RCA theatre TV installation contracts have been signed by exhibitors in this territory. Among them are said to be the Robins Theatre, Warren; Palace, Youngstown and Hippodrome, Cleveland.

The success of the LaMotta-Murphy fight at the RKO Palace here last Wednesday clearly demonstrated the box-office power of special sports events telecasts, it was said.

COMPO Seminar

(*Continued from page* 1)

mendations that they assign representatives to prepare themselves for discussion of the topics when the seminar is held and to correlate any additional subjects they may wish to have discussed.

Although COMPO has not yet disclosed the proposed agenda for the seminar, it is reported that among the discussion topics will be increased production and release schedules, increased use of color; film cycles; better spacing of films on the same or similar themes; cooperative trailers; "saturation" premieres; production themes, star values and personal appearances.

MPIC Names Lou Greenspan Executive Sec'y of Seminar Group

HOLLYWOOD, July 2.—The Motion Picture Industry Council has appointed Lou Greenspan, public relations counselor, executive secretary of the roundtable committee of the forthcoming Council of Motion Picture Organizations' seminar. The committee comprises Y. Frank Freeman, Marvin Faris, Steve Broidy, Jesse Lasky, Ronald Reagan, Mark Robson, Edmund Hartman, William Ferrer, John Ehrner, Jack Gertsman, B. B. Kahane, and Allen Rivkin

Reviews

"Iron Man"

(*Universal-International*)

VERY OBVIOUSLY, what many customers want are hard-hitting romantic dramas with fresh plot twists. Producer Aaron Rosenberg's unpretentiously made "Iron Man" meets this prescription and when Universal-International "sneak" previewed it at the neighborhood Loew's Orpheum Theatre here an overflow house reacted with immense approval.

Jeff Chandler plays the lead as a Pennsylvania coal miner with dreams of marrying his pretty girl friend, Evelyn Keyes, and opening a radio shop. His brother, Stephen McNally, a smooth, glib promoter, has other ideas. When he beholds Chandler batter down the mine bully, he decides to persuade him into becoming a prizefighter. Also urging the reluctant Chandler to get into the ring and grab some quick money is Miss Keyes. Chandler yields to the persuasion, but the only trouble is that he suffers from some psychic disturbance, so that when he enters the squared circle he becomes a killer bent on destroying opponents by means fair or foul. He has his ups and downs, is even implicated innocently in a frameup, but eventually goes on to become the champion. There also are some differences with his manager-brother and his wife, causing him to part company with them. Worst of all the fight crowd hates Chandler for his dirty ring tactics.

The screenplay, by George Zuckerman and Borden Chase, has some blistering toe-to-toe fight sequences. There also is in the script the "other woman," Joyce Holden, who takes up some of Chandler's time as he tries to forget. The story builds up to a victory-in-defeat climax. In a savage brawl Chandler loses his title, but so magnificent a performance of pugilistic sportsmanship does he turn in that the throng roars in approval. And so does Miss Keyes and McNally. Joseph Pevney directed.

Running time, 82 minutes. General audience classification. For August release.

M. H.

"Mask of the Avenger"

(*Columbia*)

AS AN adventure melodrama in Technicolor, "Mask of the Avenger" abounds in standard thrills and excitements. The script has the time-honored action formula down pat. The story is set in Northern Italy during the war with Austria over 100 years ago. It portrays John Derek as a dashing masked rider who unsheathes the honored sword of Monte Cristo to battle against his country's enemies. Others in the cast are Jody Lawrance, a beautiful maiden and a passionate fighter for justice, and Anthony Quinn, the town's military governor who secretly has been selling out his country to the enemy.

The ingredients in Jesse Lasky, Jr.'s screenplay have been blended for mass appeal. Returning home from the front Derek discovers that Quinn has been carrying on nefarious activity under the guise of patriotism. Derek soon dons his mask and lifts Monte Cristo's sword in repeated forays against the soldiers of Quinn. Removing Derek from suspicion is the fact that he is a guest in Quinn's house, and only through careful timing and the use of secret passages does he carry on his raids.

In time Derek is captured along with Miss Lawrance. He escapes, has some harrowing adventures, but manages in time to rouse the populace to the impending invasion. The finale sees Derek and Quinn facing each other behind rapiers. At one point in the duel Miss Lawrance lifts Derek's fallen sword and holds Quinn at bay long enough for Derek to resume the struggle. By the time the curtain falls, the country is safe from the invader and Derek and Miss Lawrance face a bright romantic outlook. Hunt Stromberg produced and Phil Karlson directed.

Running time, 83 minutes. General audience classification. July release.

M. H.

"The Dakota Kid"

(*Republic*)

A NEW plot element is added to the otherwise routine Western in "The Dakota Kid." It has a pair of youngsters scamper mischievously about the periphery of the story, until, in time, they help bring the villains to justice. The bouncing youngsters are portrayed by Michael Chapin and Eilene Jansen. Dan Morton is seen in the title role, while Mary Lewis, a schoolteacher, rounds out the cast while providing the slight romantic angle.

Morton begins as a sort of good badman who joins a band of outlaws headed by Robert Shayne. Shayne not only is out to unseat the town sheriff, but also to obtain loot in every way he can. For strategic reason, Morton impersonates the sheriff's nephew, and presently is made a marshall. In time Morton's attitudes changes for the good, due mostly to his love for the youngsters and Miss Lewis. By the time the finale rolls around he is completely on the side of justice. There remains only the job of rounding up the villains, a chore he completes amid a shower of fists and gunplay. Rudy Ralston was associate producer and Philip Ford directed, from a screenplay by William Lively.

Running time, 60 minutes. General audience classification. Released date, July 1.

M. H.

Canadian Imports Rise

OTTAWA, July 2.—The Canadian government reports imports of films increased to $588,000 in April compared with $406,000 in the same month of last year and reached $1,981,000 in the first four months as against $1,475,000 a year ago for the same period.

Likewise, exports of films from Canada rose to $581,000 in April as against $339,000 a year ago in April and totaled $1,764,000 in the first four months compared with $849,000 last year in the same period.

Enlarge NPA

(*Continued from page* 1)

Newark, N. J.; Peoria, Ill.; Phoenix, Ariz.; Raleigh, N. C.; Reno, Nev.; Rochester, N. Y.; Rockford, Ill.; San Diego, Calif.; San Juan, Puerto Rico; Shreveport, La.; Trenton, N. J.; Tulsa, Okla.; and Worcester, Mass.

Meanwhile, there were these other control developments: NPA Administrator Fleischmann signed an order restricting the $2,000 installation cost exemption to the M-4 order to personal property, excluding fixtures or equipment, but formal announcement was put off until tomorrow;

CMP Plan

The Controlled Materials Plan went into effect, with most industry firms getting allotments of steel, aluminum and copper for their third quarter operations;

The Office of Price Stabilization froze manufacturers prices at the June 30 level. This means that manufacturers who had already changed over to a new pricing system in anticipation of the July 2 CPR order 22 taking effect would keep their new prices, but those who had not yet changed would keep the prices on the basis of the old Jan. 25 freeze. CPR 22, including some increases and many rollbacks had to be put off indefinitely because of Congressional action barring any rollbacks during the one-month extension on the Defense Production Act.

Warner Theatre Bow

(*Continued from page* 1)

cock will participate in person in the formal ceremonies marking the opening of the theatre and its renaming in honor of the late Sam Warner. After the unveiling of the new theatre upright sign and the dedication of a commemorative plaque presented by Robert K. Christenberry, president of The Broadway Association, the three will go to the NBC Studios where they will take part in a special closed-circuit telecast, exclusive for the Warner Theatre, with Ben Grauer as master of-ceremonies. Danny Thomas and RCA president Frank Folsom will also participate in the telecast, which is to be the first showing on a Broadway theatre screen of RCA's new instantaneous large screen television.

'Voice' Participates

The Voice of America is covering the entire evening's events for broadcast around the world. Martin Starr of WINS will broadcast from the theatre. There also will be newsreel and press coverage. A special featurette, "The Voice That Thrilled the World," made up of scenes from talking pictures of the past quarter century, will be shown.

Loew's Profit

(*Continued from page* 1)

were $11,608,043 for the 40 weeks, compared with $13,668,780 and for the 12 weeks they were $3,028,507, compared with $3,132,894.

Reserve for Federal taxes were $1,745, 416 for the 40 weeks, compared with $3,227,293 and for the quarter they were $96,513, against $523,986. The 1951 figures include a tax credit of $758,378 for the 40 weeks and $290,781 for the 12 weeks, due to tax adjustments for prior years.

SAG Wins

(*Continued from page* 1)

Films, 123 for the Guild, six for TVA; Bing Crosby Enterprises, 76 for the Guild, 15 for TVA; Cisco Kid Pictures, 42 for the Guild, three for TVA; Hal Roach Studios, 41 for the Guild, four for TVA; Jerry Fairbanks Pictures, 68 for the Guild, 12 for TVA; Flying Ace Pictures, 89 for the Guild, eight for TVA.

More than 80 per cent of the actors eligible to vote cast their ballots in the contested NLRB elections which were conducted by mail under the supervision of NLRB hearing officer George Yeager.

Also Counted

Also counted yesterday were the ballots cast by actors in three uncontested elections in which the choice was between SAG and "no union," TVA having withdrawn from the ballot.

The results were: Association of Motion Picture Producers: 1,536 for SAG; 53, no union; 88, void. Society of Independent Motion Picture Producers: 96 for SAG; 10, no union; 13, void. Independent Motion Picture Producers Association: 240 for SAG; 4, no union; 20, void.

The SAG reported that more than 50 per cent of the eligible voters participated in the uncontested elections.

Television Center, Ft. Lee Firm Merge

HOLLYWOOD, July 2.—Motion Picture Television Center today affiliated with Fort Lee Studios of Fort Lee, N. J. The latter will act as Eastern sales representative for the Hollywood company, will coordinate activities on sales and production problems, and will concentrate on filming television commercials, while program filming will be channeled to MPTC in Hollywood.

The Fort Lee Studios are being renovated and will be activated as a TV film center this summer, under the direction of Nelson Schrader, motion picture and television executive. MPTC was formed recently to supervise television activities at Motion Picture Center Studios in Hollywood, where one-half the manpower and equipment have been turned over to television film production.

U.A.'s 'Cyrano Derby' Starts Tomorrow

The "Cyrano Oscar Derby" for exhibitors and United Artists branch managers, to coincide with the general release premiere of the Stanley Kramer production at the RKO Albee Theatre in Brooklyn, will start tomorrow.

The contest, which will end immediately before the 1952 Academy Award celebration in Hollywood, offers all-expense-paid trips to the coast and attendance at the Award celebration to two theatre managers and two UA branch managers, and their wives.

The prizes will go to the theatre managers who create outstanding showmanship campaigns and the branch managers whose offices turn in outstanding business for "Cyrano de Bergerac." Second prizes of $500 bonds will be awarded to two runner-up exhibitors and to two branch managers.

Compo Elections Due Soon

(*Continued from page* 1)

Other administrative officers of COMPO were appointed at a meeting of the executive board held here last Aug. 10. They are: Arthur L. Mayer, executive vice-president; Robert W. Coyne, special counsel; Charles McCarthy, director of public relations, and Dick Pitts, editorial officer. The latter four are paid officials, whose initial one year terms are expected to be extended when the executive board meets.

The board also is expected to elect a secretary to replace Francis Harmon, who retired from the COMPO post coincident with his recent resignation as a vice-president of the Motion Picture Association because of ill health. Ratification of the new COMPO bylaws also would be on the agenda if the meeting is held.

It is not known whether Depinet can be prevailed upon to continue as president of COMPO for another year but it will probably be argued that the organization has not yet had a full year of operation due to the delays encountered last year, and which were culminated with the plan for a new board and executive committee approved only last January.

Excises Last on Senate Unit Agenda

WASHINGTON, July 2.—Senate Finance Committee officials said the Committee probably would not get around to hearing witnesses on the admission tax and other excise provisions of the House-passed tax bill before July 23 at the earliest.

The Committee is now hearing government spokesmen, and Thursday will start hearing witnesses on the general income tax and other features of the House bill. Excises, which have drawn the biggest witness interest, will come last, with all indications that the Committee will restrict the number of witnesses on each item.

Meanwhile, it was learned that Gael Sullivan has asked the finance group for a chance to be heard as a spokesman for the Theatre Owners of America.

Brandt Urges Defeat Of Tax Exemption

Charges of "discrimination" and "unfair competition" were leveled against the proposed section of the 1951 Revenue Act which would exempt charitable, religious and educational institutions from payment of the Federal 20 per cent admission tax, by Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter to U. S. Senators Herbert H. Lehman and Irving M. Ives of New York.

Brandt Warns

Calling upon Lehman and Ives "to see that this section of the bill is eliminated," Brandt's letter warned that "this legislation, once passed, would be an open invitation to unscrupulous promoters to tie themselves up with worthy charities at fat salaries which are not reflected in net earnings."

The letter called upon the two Senators to make known the New York ITO's views to members of the Senate Finance Committee, which is now debating the bill.

'3 - Decker' Programs Expand on the Coast

SAN FRANCISCO, July 2. — The "three decker" feature program is spreading on Market Street. Latest to fall in line to stimulate the box-office is the 2,135-seat State Theatre, a United-Paramount house with a show featuring a triple crime bill, including "Fighting the Racketeers," "Criminals of the Underworld" and "You Can't Get Away With It."

Recently, North Coast's 975-seat Esquire inaugurated the three-way bill and was successful. The pictures shown were "The Vulture People," "Kill or Be Killed," and "Danger Is My Business."

'Alice' Runs 75 Minutes

Through a typographical error in yesterday's MOTION PICTURE DAILY, the running time of Walt Disney's "Alice in Wonderland" was listed as 65 minutes, whereas the correct running time is 75 minutes.

B. & M. to Handle Regan

The new firm of Brenon and Morgan Associates of New York will handle publicity for Phil Regan, star of the Phil Regan Armed Services show. The firm also does publicity for the Council of Motion Picture Organizations.

NEWS in Brief . . .

Barrett McCormick of RKO Pictures, chairman of the Motion Picture Association of America's ad-publicity committee, said that he will call a meeting this week of the MPAA group to consider reports of the sub-committees which have been working on plans for the fall box-office jubilee slated by the Council of Motion Picture Organizations.

The sub-committees are considering advertising, under the chairmanship of Howard Dietz of M-G-M and exploitation, under the chairmanship of Charles Simonelli of Universal.

•

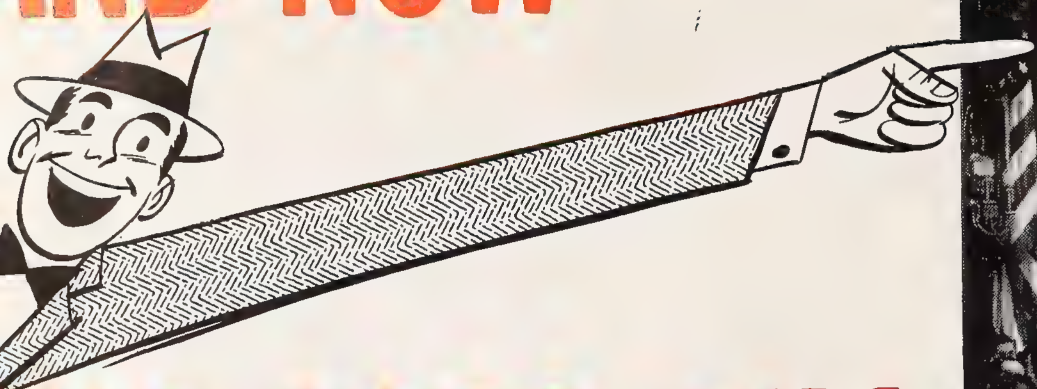
Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has taken exception to reports that television had caused widespread closing of theatres. Quoting figures compiled by the Department of Commerce to support his contention, Mayer said that actually since 1948, when TV first became a factor, the number of film theatres has increased more than 20 per cent.

•

Eileen Pierce has been elected president and Margaret Brown has been elected business managr of IATSE Theatre Cashiers Local No. B-52, which has jurisdiction over box-office cashiers employed at RKO Theatres in Greater New York. They succeed Charlotte Campbell who held both posts. The latter was not a candidate for reelection because she soon will move out of town.

Francis SEZ...
"Hey, boys!...order your new suit with twenty pockets... you're gonna need 'em (and more) to hold the dough you'll make with my new picture!"
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

AND NOW



Let's ATTACK TOGETHER!!!

THE INDUSTRY'S BIGGEST OFFENSIVE IS ON!

THE GOOD-WILL COMPANY PASSES THE AMMUNITION!

"A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"

AND THIS IS WHAT WE MEAN!

PEOPLE WILL TALK

The Zanuck-Mankiewicz picture of 1951!
Starring Cary Grant and Jeanne Crain!

TAKE CARE OF MY LITTLE GIRL

Color by TECHNICOLOR
Starring Jeanne Crain!
Dale Robertson clicks!
A sensational book!
A sensational picture!

THE FROGMEN

Uncle Sam's Underwater Commandos!
Starring Richard Widmark, Dana Andrews, Gary Merrill!

DECISION BEFORE DAWN

(*Special Engagements Only*)
Anatole Litvak's first since "Snake Pit"! The screen achievement of the year!

MR. BELVEDERE RINGS THE BELL

Belvedere Laugh-Time all over the world as Clifton Webb rings up another triumph!

THE DESERT FOX

A great best-seller!
Out of the Great African Desert . . . comes the saga of Rommel!

DAVID AND BATHSHEBA

Color by TECHNICOLOR
(*Special Engagements Only*)
Gregory Peck and Susan Hayward in the most awaited of all motion pictures

THE SECRET OF CONVICT LAKE

Starring Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott!
All-West saturation!

NO HIGHWAY IN THE SKY

James Stewart, Marlene Dietrich—all the adventure of Nevil Shute's best-seller!

There's No Business Like 20th CENTURY-FOX Business!

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 2 NEW YORK, U. S. A., TUESDAY, JULY 3, 1951 TEN CENTS

NPA Expands, Issues New Regulations

20 Additional Offices To Handle Applications

WASHINGTON, July 2.—The National Production Authority today reported the establishment of 20 additional field offices, making a total of 57.

The field offices can receive applications for theatre building, though processing of these applications and final decision takes place in Washington. Eventually they are all to have enforcement offices, to handle complaints on illegal building. They also are able to answer queries on the Controlled Materials Plan and other NPA regulations.

The new field offices are at: Columbia, S. C.; Columbus, O.; Honolulu; Jackson, Miss.; Little Rock Ark.; Manchester, N. H.; Montpelier, Vt.;

(*Continued on page 6*)

$147,000 for 'Caruso'

Good business over the weekend and the prospect of holiday crowds tomorrow have given Broadway first-run grosses a welcome lift and boosted figures to happy totals.

Leading the parade is "The Great Caruso," whose spectacular run at the Music Hall has made box-office news during the doldrums of the past few weeks. The estimate for the eighth week is $147,000, up nearly $20,000 over the seventh and within a few

(*Continued on page 2*)

Special Program for Warner Opening

Dennis Morgan, Patricia Hitchcock and Albert Warner will make double appearances at the opening of the new Warner Theatre (formerly the Strand) here tonight when Alfred Hitchcock's "Strangers on A Train" will have its premiere as part of the celebration of Warner's 25th anniversary of talking pictures.

Warner, Morgan and Miss Hitch-

(*Continued on page 6*)

All-Industry Meeting to Meet 'Crisis' in Milwaukee

MILWAUKEE, July 2.—Following a special emergency committee meeting held here, Wisconsin Allied president Ben Marcus disclosed that the date of Tuesday, July 17, had been set aside for an all-industry meeting of independent exhibitors in the Milwaukee area, all trade and labor unions, representatives of the film companies, service companies and supply dealers in an effort to find a solution for helping the distressed theatres in this area during the "crisis in Milwaukee."

In response to a bulletin sent out previously by Marcus, most of the companies have indicated a willingness to discuss the problems of Milwaukee exhibitors and to cooperate to the fullest extent in an effort to ease the crisis and keep the theatres in operation.

COMPO Elections Due Soon; Depinet Continuance Sought

Efforts to persuade Ned E. Depinet, RKO Pictures president, to continue for another year as president of the Council of Motion Picture Organizations are expected in the event the executive board of COMPO proceeds to an election of officers at a meeting which it is hoped can be held in conjunction with the COMPO seminar in Hollywood, July 23-26.

Depinet was named president of COMPO in Chicago in May, 1950.

(*Continued on page 7*)

Advance Plans for COMPO Seminar

Numerous suggestions of topics to be included on an agenda for the Council of Motion Picture Organizations' seminar to be held in Hollywood, July 23-26, were advanced at a meeting here yesterday of Arthur L. Mayer, COMPO executive vice-president; Robert W. Coyne, special counsel, and Gael Sullivan, chairman of the seminar committee.

The suggestions will be forwarded to member organizations of COMPO and regional associations with recom-

(*Continued on page 6*)

Schine Orders TV For Three Theatres

ALBANY, N. Y., July 2.—The Schine circut is reported to have placed orders with RCA for a large screen television for its theatres in Syracuse, Cortland and Lockport. The Paramount in Syracuse and the Palace in Lockport are understood set to get theatre TV and either the Temple or State in Cortland will be the third house. Their capacities average 1,600 to 1,700 seats.

The cost of equipment, booth changes and installation of coaxial

(*Continued on page 6*)

SAG Defeats TVA on NLRB Ballots; Retains All Studios

HOLLYWOOD, July 2.—As the result of ballots counted today, the Screen Actors Guild retained its position as the bargaining agent for actors employed by producers making more than 99 per cent of all pictures made in the U. S., including television. Television Authority, talent union for "live" television, contested six of the nine elections but failed to gain a majority in a single case.

In the six contested elections conducted here by the National Labor Relations Board, SAG won the right to continue representing actors employed by the six companies in question, by a total vote of 439 to 48, a better than nine to one margin.

By studios the vote was: Apex

(*Continued on page 7*)

U. K. Film Pact Talks Hit Delay

Washington, July 2. — The Anglo-American negotiations on a new film agreement have been set back a week or more by the illness of Sir Hartley Shawcross, who will head Britain's negotiators. Motion Picture Association of America's vice-president Joyce O'Hara, who was to have flown to London at the end of this week, has now set his departure back to "around the 11th."

Loew's Profit Up $310,000 In 2nd Quarter

Reports $5,567,619 in 40 Weeks Ended June 7

Loew's, Inc., reports net income of $1,341,754 or 26 cents per share for the 12 weeks ended last June 7, after depreciation, adjusted taxes and all other charges, compared with $1,032,478, equivalent to 20 cents for the corresponding period last year, an increase of some $310,000.

The company reported net income of $5,567,619 or $1.08 per share for the 40 weeks ended on June 7, compared with $6,019,441, or $1.17 per share for the same period in 1950.

Gross sales and operating revenues for the 12 weeks ended June 7 are estimated at $38,933,000; compared with $39,389,000 a year earlier, and for the 40 weeks ended June 7, 1951, they were $132,883,000, compared with $135,007,000 a year earlier.

Operating profits, before charges, were $11,608,043 for the 40 weeks,

(*Continued on page 6*)

NEWS FLASHES

ALBANY, N. Y., July 2.—Rumblings of a theatre boycott are being heard here in the wake of the exclusive telecast in Fabian's Palace of the Louis-Savold and Murphy-Lamotta bouts. Many home set owners and grill patrons are reported griping.

•

Walt Disney Productions and RKO Pictures yesterday filed for an injunction to prevent Souvaine Pictures from releasing Lou Bunin's French-made "Alice in Wonderland" for 18 months unless the distributor and licensees agree to advertise prominently that the picture has no connection with Disney's film of the same name.

Personal Mention

ROBERT B. WILBY of Atlanta, United Paramount Theatre operator in the South, is in New York preparatory to sailing for Europe to spend the summer.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and JERRY PICKMAN, director of advertising, publicity and exploitation, will leave here for Philadelphia on Thursday and will return the following day.

•

HARRY MANDEL, RKO Theatres' advertising-publicity director, returned here yesterday after spending three weeks vacationing on the Coast.

•

KURT FRINGS, director, accompanied by his family, will sail from here today for Europe aboard the S.S. *Liberte*.

•

WILL HAYS and MRS. HAYS will sail from here today for a North Cape cruise aboard the S.S. *Caronia*.

•

WILLIAM L. BELL, European recording manager of the Westrex Corp., has returned here from Paris.

•

FRANK A. UNGRO, treasurer of the Westrex Corp., is in Chicago from New York.

•

ROBERT TAYLOR will sail from here today for England aboard the S.S. *America*.

•

FRANK WOODS, Lippert executive, is ill at his San Francisco home.

Silver Anniversary Tribute to Curtiz

HOLLYWOOD, July 2.—Michael Curtiz will be the guest of honor tomorrow at a silver anniversary studio luncheon to be given by Harry M. and Jack L. Warner to celebrate Curtiz' 25 years of continuous association with Warner Bros.

Curtiz was signed by Warner and came to Hollywood on July 4, 1926. Since then, he has directed 80 pictures. Paying tribute to Curtiz at his anniversary luncheon, in addition to the two Warners, will be the studio's producers, directors and executives.

Allied of Ia.-Neb. To Meet July 12

DES MOINES, July 2.—The third annual meeting of Allied of Iowa and Nebraska will be held July 12 at Arnolds Park, Ia., in conjunction with an outing and party for members, Harry Lankhorst, chairman, has announced.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Independence Day, a legal holiday.**

N. Y. First-Run Grosses

(*Continued from page* 1)

thousand dollars of equaling the opening. The picture, already up in the million-dollar gross category, will hold for a ninth week, thus becoming the fifth film to run that long in the house's history.

A newcomer, "The Frogmen" at the Roxy, is bringing that house the best business in months with the initial week's gross estimated at $105,000. An ice show is on stage. Extra shows will be held tomorrow. Also doing excellent business by recent standards is "Excuse My Dust" at the Capitol where a first week's gross of $44,000 is expected. Margaret Whiting heads the stage bill.

"He Ran All the Way" is ending a two-week run at the Paramount with a final week's take expected to reach $57,000, which is good business. "Dear Brat" will open there tomorrow with the comedy team of Martin and Lewis on stage.

New product in the straight film policy houses is showing up well. The Globe expects to top $32,000 for the first week with "Ace in the Hole" and the Criterion will be close to the same figure with its new film, "The Prowler." This is above average business for both houses.

"Hard, Fast and Beautiful" opened satisfactorily over the weekend at the Astor; $25,000 is estimated for the first week. At the Victoria, "The Mask of the Avenger" is having a modest first week, with the gross expected to reach $22,000. "Goodbye, My Fancy" bowed out of the Holiday last night after five weeks; the final stanza drew about $6,500. "I Was an American Spy" will open there today.

The off-Broadway showcases are holding steady with long-run product. "Tony Draws a Horse" took in $7,100 for its seventh week at the Park Avenue and is having the longest run of any film to play the house since Walter Reade resumed the management last fall. "Kon-Tiki" is holding to a fine $8,500 gross for the 13th week at the Sutton. "Teresa" at the Trans Lux 52nd Street is doing a bit better in its 13th week than the 12th, $3,600 being the estimate.

"Tales of Hoffman," roadshowing at the Bijou, will maintain its consistent pace by drawing about $12,000 for its 13th week.

$12,000 for 'Thief'

DETROIT, July 2.—With a weekend gross of $12,000 reported, Universal-International's "The Prince Who Was a Thief" is having the best opening of any U-I picture to play the Michigan Theatre here.

Mulvey Completes Detroit Deposition

James A. Mulvey, president of Samuel Goldwyn Productions yesterday completed nearly a full week of pre-trial hearings before attorneys representing United Detroit Theatres and Cooperative Circuit, both of Detroit. Mulvey was giving a deposition in connection with the Society of Independent Motion Picture Producers' suit against the two circuits.

FCC Again Delays Channel Hearings

Washington, July 2—The Federal Communications Commission has again postponed the starting date of its television channel allocation hearings from July 9 to July 23. With the hearings scheduled to run many weeks, the further postponement of the starting date raises anew the possibility that the theatre television hearings, slated to start Sept. 17, may also have to be postponed.

Lichtman to Face Eastern Pa. Critics

PHILADELPHIA, July 2.—20th Century-Fox distribution head, Al Lichtman, will appear before a mass meeting of exhibitors from this area on July 11 to face the theatremen's questions and charges about the sales policies of 20th-Fox. Eastern Pennsylvania Allied is to conduct the meeting next week, to be held at the Broadwood Hotel here, with all independent exhibitors invited.

In an organization bulletin, Sidney E. Samuelson, president and general manager of Eastern Pennsylvania Allied, said that Lichtman "is prepared to discuss the sales policies of his company and the grievances which exhibitors in this territory have expressed."

Para. Renews Pal's Option for Year

Producer George Pal's option has been renewed by Paramount for another year.

During his first 12 months at the studio, Pal completed "When Worlds Collide," which tells the story of the end of the world and the 40 people who escape by rocket to another planet. He is presently working on the H. G. Wells science-fiction story, "War of the Worlds" which describes the invasion of earth by Martians.

60 Houses in 'Lake' Cooperative Ad

Sixty theatres in the Seattle area will kick-off today with 20th Century-Fox's "Secret of Convict Lake" in a mass saturation opening.

Taking advantage of the cooperative advertising offered by the company, the theatres are participating in a large-scale ad for the film, telling of the day-and-date openings

$45,000 to Toronto Tent

TORONTO, July 2.—According to a checkup by Joe Ziegler of the baseball committee, the Toronto Variety Tent realized $45,000 on the proceeds from the benefit game here in aid of the Variety Village School for Crippled Boys,

Illinois Drive-in Files Trust Suit Vs. Majors, B&K

CHICAGO, July 2. — The Illinois Drive-in Theatres Co., operating the Drive-in Theatre in suburban Morton Grove, has filed suit here in Federal District Court against eight major distributors, Balaban and Katz, and Warner Brothers Theatres, and Warner Bros. Circuit Management Corp., asking triple damages of $1,800,000 for alleged loss of revenue from 1941 to the present. The suit charges that the Drive-in Theatre was not allowed to play pictures until 15 weeks after the first Chicago run, from 1941 to 1945, and nine weeks after first run from 1945 to 1947, resulting in the alleged loss of revenue. The chief stockholder of Illinois Drive-in Theatres Co. is N. S. Barger.

Coincidentally, Illinois was named as one of the defendants in the anti-trust suit filed here at the weekend against six Chicago drive-ins by the Justice Department.

Six Independents File Against Major Companies

CHICAGO, July 2.—Anti-trust suits by six more theatres against major film companies, Balaban and Katz Theatres and Warner Brothers Theatres were filed here in Federal District Court by attorneys John Sullivan and Eugene H. Dupee, Jr. The theatres claiming damages are the California, White Palace and Homan, which were operated by S. Roberts and Marvin Lowenthal during the period for which damages are being asked; and the Avenue, Bell and Savoy, jointly owned by Nathan Fadim and Leon Kaplan.

Steiner Sues Reade

Joseph Steiner, president of Broadcast Pictures, has filed suits in New York Supreme Court against the Park Avenue Theatre and Walter Reade Theatres for breach of employment contract and for monies advanced for the theatre while he was managing director from Nov. 1950 to March, 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

in Person
DEAN JERRY
MARTIN & LEWIS
BARR & ESTES · MAYO BROS.
HELEN O'CONNELL · DICK STABILE and his Orch.
ON SCREEN
Dear BRAT
starring MONA FREEMAN · BILLY DE WOLFE
EDWARD ARNOLD · LYLE BETTGER
A PARAMOUNT PICTURE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

PARAMOUNT producer George Pal has been honored as the man who contributed the most toward science-fiction in the past year. Pal, producer of "Destination Moon" and the forthcoming Paramount film, "When Worlds Collide" was cited at the fourth Annual Convention in San Francisco of science-fiction writers and editors. He was presented with "The Invisible Man" Award which is made each year. The unique statuette is inscribed with two footprints indicating the presence of the "invisible man."

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An additional million "David Bathsheba" give-away cards and heralds have been ordered by 20th Century-Fox for nationwide distribution by Walter (Goliath) Talun, now on tour. He has already used 65,000 in the first few days of his trip as souvenirs of the visit of this colorful exhibit for the crowds. The giant was in Altoona yesterday and will be in Pittsburgh tomorrow, where he will highlight a citywide Fourth of July celebration, and then sets off through Ohio cities, including Youngstown, Canton, Akron, Cleveland, Columbus, Springfield, Dayton and Cincinnati.

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Louella Parsons, in Cosmopolitan *for July, now on sale, calls "Show Boat" the best musical of the month, and cites Ava Gardner for the best performance of the month in "Pandora and the Flying Dutchman." She calls the M-G-M picture "a film of startling originality" and says that the star is "the most ravishing 'femme fatale' I've ever seen, who gives a laughing, brooding, amoral portrayal." Metro also reports that the July* Vogue *carries a photograph of Deborah Kerr with credit to "Quo Vadis" and that the July* 18 *issue of* People Today *will feature Esther Williams on its cover.*

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Scores of requests for the free 24-sheet poster offered by 20th Century-Fox to all exhibitors contracting for billboard space are swamping the company's home office, with a special unit assigned to handle the orders. The offer was made as part of the "Greater Showmanship" drive which was announced at the recent Los Angeles sales convention, and will benefit all theatres in extracting the full potential at the box office.

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Doris Day and Gordon MacRae, who co-star in Warner's Technicolor musical, "On Moonlight Bay," will be seen on seven fan magazine covers during August, September and October. Miss Day will be on the covers of Photoplay, Motion Picture, Silver Screen, Movieland *and* Movie Stars Parade, *while MacRae will be seen on* Movieland *and* Movie Spotlight.

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Charles Seiden of the Lewis Supply Co., which manufactures the "Gene Autry" bicycle as a franchised article for promotion, reports that "Gene Autry Day" in Atlanta (without Gene Autry in person) sold 495 bicycles, and that his company has just sold 5,000 bicycles to the Firestone stores, as a result of magazine tieups.

Reviews

"Rich, Young and Pretty"

(Metro-Goldwyn-Mayer)

A ROMANTIC comedy with music is given a Parisian setting and an ornate Technicolor frame in "Rich, Young and Pretty." The story meanders along gaily without too much concern over credulity. Its prime purpose is entertainment and it achieves this end conspicuously.

Vic Damone makes his screen debut in the production and quite naturally he sings a number of songs. As a matter of fact, just about everyone gets into the singing mood and that includes Jane Powell, Danielle Darrieux, Wendell Corey and Fernando Lamas.

The story has Corey going off to Paris with his daughter, Miss Powell, and housekeeper, Una Merkel, on a State Department mission. There are some misgivings about the trip for Corey because his estranged wife, Miss Darrieux, is now living in Paris, where she is a nightclub entertainer. It seems that a score of years ago she forsook the drab life on a Texas ranch with Corey and returned to her native France. In departing she left with Corey their infant daughter, now the grown Miss Powell.

Paris being the city of romance, it lives up to tradition, insofar as Miss Powell is concerned. She meets and falls in love with a singing government clerk, Damone. She also meets Miss Darrieux, whom she thinks is a charming stranger. In time a rift between Miss Powell and Damone develops, whereupon both parents, after some differences of opinion, get together and engineer the happy ending for the youngsters.

There are close to a dozen sock tunes in the film, some new, some old. Norman Taurog directed knowingly and Joe Pasternak produced. Dorothy Cooper and Sidney Sheldon collaborated on the screenplay, from a story by the former.

Running time, 95 minutes. General audience classification. Release date, Aug. 3.

MANDEL HERBSTMAN

"Three Steps North"

(United Artists)

NAPLES and Amalfi serve as the marvelous background for this bi-lingual picture made in Italy, with the Italians speaking Italian and the Americans speaking American, and the result is more pleasing than most of the films made under the same conditions. Producer-director W. Lee Wilder has handled well a rather complicated script by Robert Harari, and succeeds in keeping the plot moving. The picture is an obvious bet for art houses, but the action and suspense should enable it to stand up in other situations.

The theme is the return of U. S. soldier and blackmarketeer Lloyd Bridges to Italy, after four years in military prison, to dig up his 4,000,000 lire. The place he buried it is now a military cemetery, and the police and all sorts of unsavory local characters, including ex-American gangsters now residents of Italy, are interested also. Bridges is also involved in reviving his romance with local beauty Lida Padovani. He succeeds in the latter project; but fails in the former, for the money has gone to cemetery caretaker Aldo Fabrizi, an allegedly simple soul who used the money to build a chapel.

Miss Padovani has little to do, but Fabrizi contributes a delightful characterization, simple, but not dumb, pious, but also sophisticated; deeply human and powerful. Bridges as the ex-American "G. I." is an unregenerate, money-mad fellow with a strictly limited vocabulary and general approach. American audiences will understand him.

Running time, 85 minutes. Adult audience classification.

Columbia's forthcoming "Captain Video" is the inspiration for "Serials Are Back" in the July 15 issue of *Parade* Sunday magazine supplement in 33 newspapers across the nation. The two-page article traces the cliff-hangers from the days of Pearl White to the super-science fiction of "Captain Video" and will have a readership of 15,000,000 people in 5,500,000 homes, the same number of readers that see the serials every week in motion picture theatres.

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Universal-International has joined with Catalina Swimsuits and Pan-American Airways to sponsor the first world-wide beauty contest, when "Miss Universe" will be selected. The first annual contest will bring beauty queens from 40 foreign countries to compete with "Miss United States" who will be chosen from 48 individual state contest winners. Lucky ones will receive seven-year contracts with the film company.. Catalina Swimsuits, which for 12 years has co-sponsored the "Miss America" contests at Atlantic City, has withdrawn from that competition, in favor of a wider field of operations and accent on beauty.

—WALTER BROOKS

Four Companies File Percentage Actions

PITTSBURGH, July 2.—Four percentage actions involving the Oakes and Lehigh theatres in Oakmont were filed here today in United States District Court for Western Pennsylvania. Twentieth Century-Fox, Loew's, Paramount and Universal each filed a separate action against Stephen M. Rodnok and Stephen Rodnok, Jr. for damages based on alleged under-reporting of receipts at the two theatres.

James H. Beal and James R. Orr of Reed, Smith, Shaw and McClay of Pittsburgh are the attorneys for each plaintiff and Sargoy and Stein of New York are of counsel.

Canadian Council Meet

TOTONTO, July 2.—A conference attended by Mayor A. J. Mason of Springhill, N. S., secretary-treasurer of the Motion Picture Industry Council of Canada, was held at the Royal York Hotel, Toronto, to arrange plans for the council's annual convention. It will be held at Montreal on Sept. 24-26, under the chairmanship of President J. J. Fitzgibbons, Toronto. Arch H. Jolley of Toronto, executive secretary, set the agenda.

Price Exemption to Stay for Industry

Washington, July 2.—Continued price control exemption for film rentals and admissions seems assured.

The one-month stop-gap extension of the Defense Production Act preserves this exemption, as does the eight-month "permanent" extension passed by the Senate on Friday. The House still must finish work on a one-year extension bill, but as it now stands, the bill would preserve the exemption, and no move has developed to change this provision.

Add Three to Para. Force; Shift Others

In a move to bring Paramount's field exploitation force to maximum strength Jerry Pickman, director of advertising and publicity, has added three to his staff and has shifted the assignments of four others.

Bob Bixler, recently with the Interstate Circuit, has been named for Dallas and Oklahoma City; Ralph Buring has been assigned to Cincinnati, Pittsburgh and Indianapolis, and Gabe Sumner, formerly with Schine, has been appointed to the New York branch. All will work under Sid Mesibov, exploitation manager.

Milton Hale, formerly Detroit-Cleveland representative, has been given a roving assignment, while Art Leazenby has been shifted from Dallas to the Detroit-Cleveland post. Mike Weiss will cover Washington, instead of Pittsburgh, in addition to Philadelphia, and E. G. Fitzgibbon will drop Indianapolis to concentrate on Chicago, Milwaukee and Minneapolis area.

Israel-Made Film Screened by UJA

A special press screening was held here yesterday by the United Jewish Appeal of "Tent City," a 30-minute documentary made in Israel. The story describes the settlement and adjustment of immigrants to Israel from scattered sections of the globe.

According to Baruch Dienar, who produced and wrote the screenplay, negotiations are currently underway with a major distributor for the theatrical release of the film.

The story unfolds through the eyes of a nine-year-old boy and his grandfather, both of whom arrived from Iraq. The cast is composed of the immigrants themselves. As a result there is a visual integrity to the production which makes it noteworthy in addition to the drama inherent in the narrative. Leopold Lahola directed.

M. H.

Kill 'Obstacle' Bill

BOSTON, July 2.—A bill requiring all amusement centers in Massachusetts to print "obstructed view" on tickets for reserved seats whose view is obstructed by posts or other obstacles was defeated by a sixteen to five vote by the Massachusetts State Senate last week.

HOT with HITS for the entire summer

PARAMOUNT

starts your golden boxoffice autumn in September with these

DATE	TITLE	CAST
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S **Ace In The Hole**	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS' **That's My Boy**	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	Darling, How Could You!	JOAN FONTAINE JOHN LUND MONA FREEMAN
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	The producer of "Destination Moon" has made this new, and startling interplanetary adventure . . . .
	Submarine Command	WILLIAM HOLDEN NANCY OLSON WILLIAM BENDIX
	WILLIAM WYLER'S **Detective Story** ✻	KIRK DOUGLAS ELEANOR PARKER WILLIAM BENDIX
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR	RONALD REAGAN RHONDA FLEMING
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	BOB HOPE HEDY LAMARR

MORE
BETTER, BIGGER
PICTURES
!

PLEASE NOTE ✻

The Tremendous Money-Show We've Added For November:
William Wyler's "DETECTIVE STORY"
Kirk Douglas, Eleanor Parker, William Bendix
The stage play that staged the biggest thrills on Broadway for two years . . .

PLAY PARAMOUNT NEWS—it's the program builder that guarantees "the best show in town"!

BING **CROSBY** · JANE **WYMAN**

ALEXIS **SMITH** · FRANCHOT **TONE**

FRANK CAPRA'S

JAMES **BARTON**

HERE COMES THE GROOM

Bing's bang-up musical romance celebrates

Paramount Week Sept. 2-8

with

ROBERT KEITH and introducing ANNA MARIA ALBERGHETTI

Produced and Directed by FRANK CAPRA · Associate Producer IRVING ASHER · Screenplay by VIRGINIA VAN UPP, LIAM O'BRIEN and MILES CONNOLLY Story by ROBERT RISKIN and LIAM O'BRIEN

A frank story of youth today—with three of today's most wanted stars.

MONTGOMERY CLIFT
ELIZABETH TAYLOR
SHELLEY WINTERS

GEORGE *Stevens'* Production of

in

A PLACE IN THE SUN

with

KEEFE BRASSELLE · Produced and Directed by GEORGE STEVENS · Screenplay by Michael Wilson and Harry Brown · Based on the novel, An American Tragedy, by THEODORE DREISER and the Patrick Kearney play adapted from the novel

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A PERLBERG-SEATON Production

RHUBARB

Funniest comedy in nine lifetimes—about a cat who inherits $30,000,000 and a major league ballteam!

starring

RAY MILLAND
JAN STERLING

with

GENE LOCKHART and RHUBARB

Directed by ARTHUR LUBIN · Screenplay by DOROTHY REID and FRANCIS COCKRELL

Short Subject

"They Fly with the Fleet"

(This Is America—RKO Pathe)

The nation's rearmament program again has the Navy's pilot training school going full force at Pensacola, and the current "This Is America" short shows in vivid detail the rigorous paces through which potential Navy and Marine pilots are put. The camera centers on four recruits and follows their paths as they progress through foot drill, sports, their first solo flight and on until the Navy wings of gold are pinned on them by Vice Admiral John Dale Price, chief of Naval Air training. The shots of planes on land and sea, plus the close-ups of actual naval practices, make for an engrossing film. Running time, 22 minutes.

Schine Orders TV

(*Continued from page* 1)

cables will probably run around $25,000 per each theatre. RCA guaranteed no delivery or installation dates, but it is hoped they will be completed by or before Jan. 1, 1952.

Schine officials are said to have tentative plans for the installation of theatre television in 10 other New York, Ohio ond Kentucky houses, but no orders have yet been placed.

Ohio Theatres Join Theatre TV Parade

CLEVELAND, July 2.—Jack Platt, RCA local sales manager, reports several RCA theatre TV installation contracts have been signed by exhibitors in this territory. Among them are said to be the Robins Theatre, Warren; Palace, Youngstown and Hippodrome, Cleveland.

The success of the LaMotta-Murphy fight at the RKO Palace here last Wednesday clearly demonstrated the box-office power of special sports events telecasts, it was said.

COMPO Seminar

(*Continued from page* 1)

mendations that they assign representatives to prepare themselves for discussion of the topics when the seminar is held and to correlate any additional subjects they may wish to have discussed.

Although COMPO has not yet disclosed the proposed agenda for the seminar, it is reported that among the discussion topics will be increased production and release schedules, increased use of color; film cycles; better spacing of films on the same or similar themes; cooperative trailers; "saturation" premieres; production themes, star values and personal appearances.

MPIC Names Lou Greenspan Executive Sec'y of Seminar Group

HOLLYWOOD, July 2.—The Motion Picture Industry Council has appointed Lou Greenspan, public relations counselor, executive secretary of the roundtable committee of the forthcoming Council of Motion Picture Organizations' seminar. The committee comprises Y. Frank Freeman, Marvin Faris, Steve Broidy, Jesse Lasky, Ronald Reagan, Mark Robson, Edmund Hartman, William Ferrer, John Ehrner, Jack Gertsman, B. B. Kahane, and Allen Rivkin.

Reviews

"Iron Man"

(Universal-International)

VERY OBVIOUSLY, what many customers want are hard-hitting romantic dramas with fresh plot twists. Producer Aaron Rosenberg's unpretentiously made "Iron Man" meets this prescription and when Universal-International "sneak" previewed it at the neighborhood Loew's Orpheum Theatre here an overflow house reacted with immense approval.

Jeff Chandler plays the lead as a Pennsylvania coal miner with dreams of marrying his pretty girl friend, Evelyn Keyes, and opening a radio shop. His brother, Stephen McNally, a smooth, glib promoter, has other ideas. When he beholds Chandler batter down the mine bully, he decides to persuade him into becoming a prizefighter. Also urging the reluctant Chandler to get into the ring and grab some quick money is Miss Keyes. Chandler yields to the persuasion, but the only trouble is that he suffers from some psychic disturbance, so that when he enters the squared circle he becomes a killer bent on destroying opponents by means fair or foul. He has his ups and downs, is even implicated innocently in a frameup, but eventually goes on to become the champion. There also are some differences with his manager-brother and his wife, causing him to part company with them. Worst of all the fight crowd hates Chandler for his dirty ring tactics.

The screenplay, by George Zuckerman and Borden Chase, has some blistering toe-to-toe fight sequences. There also is in the script the "other woman," Joyce Holden, who takes up some of Chandler's time as he tries to forget. The story builds up to a victory-in-defeat climax. In a savage brawl Chandler loses his title, but so magnificent a performance of pugilistic sportsmanship does he turn in that the throng roars in approval. And so does Miss Keyes and McNally. Joseph Pevney directed.

Running time, 82 minutes. General audience classification. For August release.

M. H.

"Mask of the Avenger"

(Columbia)

AS AN adventure melodrama in Technicolor, "Mask of the Avenger" abounds in standard thrills and excitements. The script has the time-honored action formula down pat. The story is set in Northern Italy during the war with Austria over 100 years ago. It portrays John Derek as a dashing masked rider who unsheathes the honored sword of Monte Cristo to battle against his country's enemies. Others in the cast are Jody Lawrance, a beautiful maiden and a passionate fighter for justice, and Anthony Quinn, the town's military governor who secretly has been selling out his country to the enemy.

The ingredients in Jesse Lasky, Jr.'s screenplay have been blended for mass appeal. Returning home from the front Derek discovers that Quinn has been carrying on nefarious activity under the guise of patriotism. Derek soon dons his mask and lifts Monte Cristo's sword in repeated forays against the soldiers of Quinn. Removing Derek from suspicion is the fact that he is a guest in Quinn's house, and only through careful timing and the use of secret passages does he carry on his raids.

In time Derek is captured along with Miss Lawrance. He escapes, has some harrowing adventures, but manages in time to rouse the populace to the impending invasion. The finale sees Derek and Quinn facing each other behind rapiers. At one point in the duel Miss Lawrance lifts Derek's fallen sword and holds Quinn at bay long enough for Derek to resume the struggle. By the time the curtain falls, the country is safe from the invader and Derek and Miss Lawrance face a bright romantic outlook. Hunt Stromberg produced and Phil Karlson directed.

Running time, 83 minutes. General audience classification. July release.

M. H.

"The Dakota Kid"

(Republic)

A NEW plot element is added to the otherwise routine Western in "The Dakota Kid." It has a pair of youngsters scamper mischievously about the periphery of the story, until, in time, they help bring the villains to justice. The bouncing youngsters are portrayed by Michael Chapin and Eilene Jansen. Dan Morton is seen in the title role, while Mary Lewis, a schoolteacher, rounds out the cast while providing the slight romantic angle.

Morton begins as a sort of good badman who joins a band of outlaws headed by Robert Shayne. Shayne not only is out to unseat the town sheriff, but also to obtain loot in every way he can. For strategic reason, Morton impersonates the sheriff's nephew, and presently is made a marshall. In time Morton's attitudes changes for the good, due mostly to his love for the youngsters and Miss Lewis. By the time the finale rolls around he is completely on the side of justice. There remains only the job of rounding up the villains, a chore he completes amid a shower of fists and gunplay. Rudy Ralston was associate producer and Philip Ford directed, from a screenplay by William Lively.

Running time, 60 minutes. General audience classification. Released date, July 1.

M. H.

Canadian Imports Rise

OTTAWA, July 2.—The Canadian government reports imports of films increased to $588,000 in April compared with $406,000 in the same month of last year and reached $1,981,000 in the first four months as against $1,475,000 a year ago for the same period.

Likewise, exports of films from Canada rose to $581,000 in April as against $339,000 a year ago in April and totaled $1,764,000 in the first four months compared with $849,000 last year in the same period.

Enlarge NPA

(*Continued from page* 1)

Newark, N. J.; Peoria, Ill.; Phoenix, Ariz.; Raleigh, N. C.; Reno, Nev.; Rochester, N. Y.; Rockford, Ill.; San Diego, Calif.; San Juan, Puerto Rico; Shreveport, La.; Trenton, N. J.; Tulsa, Okla.; and Worcester, Mass.

Meanwhile, there were these other control developments: NPA Administrator Fleischmann signed an order restricting the $2,000 installation cost exemption to the M-4 order to personal property, excluding fixtures or equipment, but formal announcement was put off until tomorrow;

CMP Plan

The Controlled Materials Plan went into effect, with most industry firms getting allotments of steel, aluminum and copper for their third quarter operations;

The Office of Price Stabilization froze manufacturers prices at the June 30 level. This means that manufacturers who had already changed over to a new pricing system in anticipation of the July 2 CPR order 22 taking effect would keep their new prices, but those who had not yet changed would keep the prices on the basis of the old Jan. 25 freeze. CPR 22, including some increases and many rollbacks had to be put off indefinitely because of Congressional action barring any rollbacks during the one-month extension on the Defense Production Act.

Warner Theatre Bow

(*Continued from page* 1)

cock will participate in person in the formal ceremonies marking the opening of the theatre and its renaming in honor of the late Sam Warner. After the unveiling of the new theatre upright sign and the dedication of a commemorative plaque presented by Robert K. Christenberry, president of The Broadway Association, the three will go to the NBC Studios where they will take part in a special closed-circuit telecast, exclusive for the Warner Theatre, with Ben Grauer as master of-ceremonies. Danny Thomas and RCA president Frank Folsom will also participate in the telecast, which is to be the first showing on a Broadway theatre screen of RCA's new instantaneous large screen television.

'Voice' Participates

The Voice of America is covering the entire evening's events for broadcast around the world. Martin Starr of WINS will broadcast from the theatre. There also will be newsreel and press coverage. A special featurette, "The Voice That Thrilled the World," made up of scenes from talking pictures of the past quarter century, will be shown.

Loew's Profit

(*Continued from page* 1)

compared with $13,668,780 and for the 12 weeks they were $3,028,507, compared with $3,132,894.

Reserve for Federal taxes were $1,745, 416 for the 40 weeks, compared with $3,227,293 and for the quarter they were $96,513, against $523,986. The 1951 figures include a tax credit of $758,378 for the 40 weeks and $290,781 for the 12 weeks, due to tax adjustments for prior years.

SAG Wins

(Continued from page 1)

Films, 123 for the Guild, six for TVA; Bing Crosby Enterprises, 76 for the Guild, 15 for TVA; Cisco Kid Pictures, 42 for the Guild, three for TVA; Hal Roach Studios, 41 for the Guild, four for TVA; Jerry Fairbanks Pictures, 68 for the Guild, 12 for TVA; Flying Ace Pictures, 89 for the Guild, eight for TVA.

More than 80 per cent of the actors eligible to vote cast their ballots in the contested NLRB elections which were conducted by mail under the supervision of NLRB hearing officer George Yeager.

Also Counted

Also counted yesterday were the ballots cast by actors in three uncontested elections in which the choice was between SAG and "no union," TVA having withdrawn from the ballot.

The results were: Association of Motion Picture Producers: 1,536 for SAG; 53, no union; 88, void. Society of Independent Motion Picture Producers: 96 for SAG; 10, no union; 13, void. Independent Motion Picture Producers Association: 240 for SAG; 4, no union; 20, void.

The SAG reported that more than 50 per cent of the eligible voters participated in the uncontested elections.

Television Center, Ft. Lee Firm Merge

HOLLYWOOD, July 2.—Motion Picture Television Center today affiliated with Fort Lee Studios of Fort Lee, N. J. The latter will act as Eastern sales representative for the Hollywood company, will coordinate activities on sales and production problems, and will concentrate on filming television commercials, while program filming will be channeled to MPTC in Hollywood.

The Fort Lee Studios are being renovated and will be activated as a TV film center this summer, under the direction of Nelson Schrader, motion picture and television executive. MPTC was formed recently to supervise television activities at Motion Picture Center Studios in Hollywood, where one-half the manpower and equipment have been turned over to television film production.

U.A.'s 'Cyrano Derby' Starts Tomorrow

The "Cyrano Oscar Derby" for exhibitors and United Artists branch managers, to coincide with the general release premiere of the Stanley Kramer production at the RKO Albee Theatre in Brooklyn, will start tomorrow.

The contest, which will end immediately before the 1952 Academy Award celebration in Hollywood, offers all-expense-paid trips to the coast and attendance at the Award celebration to two theatre managers and two UA branch managers, and their wives.

The prizes will go to the theatre managers who create outstanding showmanship campaigns and the branch managers whose offices turn in outstanding business for "Cyrano de Bergerac." Second prizes of $500 bonds will be awarded to two runner-up exhibitors and to two branch managers.

Compo Elections Due Soon

(Continued from page 1)

Other administrative officers of COMPO were appointed at a meeting of the executive board held here last Aug. 10. They are: Arthur L. Mayer, executive vice-president; Robert W. Coyne, special counsel; Charles McCarthy, director of public relations, and Dick Pitts, editorial officer. The latter four are paid officials, whose initial one year terms are expected to be extended when the executive board meets.

The board also is expected to elect a secretary to replace Francis Harmon, who retired from the COMPO post coincident with his recent resignation as a vice-president of the Motion Picture Association because of ill health. Ratification of the new COMPO bylaws also would be on the agenda if the meeting is held.

It is not known whether Depinet can be prevailed upon to continue as president of COMPO for another year but it will probably be argued that the organization has not yet had a full year of operation due to the delays encountered last year, and which were culminated with the plan for a new board and executive committee approved only last January.

Excises Last on Senate Unit Agenda

WASHINGTON, July 2.—Senate Finance Committee officials said the Committee probably would not get around to hearing witnesses on the admission tax and other excise provisions of the House-passed tax bill before July 23 at the earliest.

The Committee is now hearing government spokesmen, and Thursday will start hearing witnesses on the general income tax and other features of the House bill. Excises, which have drawn the biggest witness interest, will come last, with all indications that the Committee will restrict the number of witnesses on each item.

Meanwhile, it was learned that Gael Sullivan has asked the finance group for a chance to be heard as a spokesman for the Theatre Owners of America.

Brandt Urges Defeat Of Tax Exemption

Charges of "discrimination" and "unfair competition" were leveled against the proposed section of the 1951 Revenue Act which would exempt charitable, religious and educational institutions from payment of the Federal 20 per cent admission tax, by Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter to U. S. Senators Herbert H. Lehman and Irving M. Ives of New York.

Brandt Warns

Calling upon Lehman and Ives "to see that this section of the bill is eliminated," Brandt's letter warned that "this legislation, once passed, would be an open invitation to unscrupulous promoters to tie themselves up with worthy charities at fat salaries which are not reflected in net earnings."

The letter called upon the two Senators to make known the New York ITO's views to members of the Senate Finance Committee, which is now debating the bill.

'3-Decker' Programs Expand on the Coast

SAN FRANCISCO, July 2. — The "three decker" feature program is spreading on Market Street. Latest to fall in line to stimulate the box-office is the 2,135-seat State Theatre, a United-Paramount house with a show featuring a triple crime bill, including "Fighting the Racketeers," "Criminals of the Underworld" and "You Can't Get Away With It."

Recently, North Coast's 975-seat Esquire inaugurated the three-way bill and was successful. The pictures shown were "The Vulture People," "Kill or Be Killed," and "Danger Is My Business."

'Alice' Runs 75 Minutes

Through a typographical error in yesterday's MOTION PICTURE DAILY, the running time of Walt Disney's "Alice in Wonderland" was listed as 65 minutes, whereas the correct running time is 75 minutes.

B. & M. to Handle Regan

The new firm of Brenon and Morgan Associates of New York will handle publicity for Phil Regan, star of the Phil Regan Armed Services show. The firm also does publicity for the Council of Motion Picture Organizations.

NEWS in Brief . . .

Barrett McCormick of RKO Pictures, chairman of the Motion Picture Association of America's ad-publicity committee, said that he will call a meeting this week of the MPAA group to consider reports of the sub-committees which have been working on plans for the fall box-office jubilee slated by the Council of Motion Picture Organizations.

The sub-committees are considering advertising, under the chairmanship of Howard Dietz of M-G-M and exploitation, under the chairmanship of Charles Simonelli of Universal.

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Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has taken exception to reports that television had caused widespread closing of theatres. Quoting figures compiled by the Department of Commerce to support his contention, Mayer said that actually since 1948, when TV first became a factor, the number of film theatres has increased more than 20 per cent.

●

Eileen Pierce has been elected president and Margaret Brown has been elected business managr of IATSE Theatre Cashiers Local No. B-52, which has jurisdiction over box-office cashiers employed at RKO Theatres in Greater New York. They succeed Charlotte Campbell who held both posts. The latter was not a candidate for reelection because she soon will move out of town.

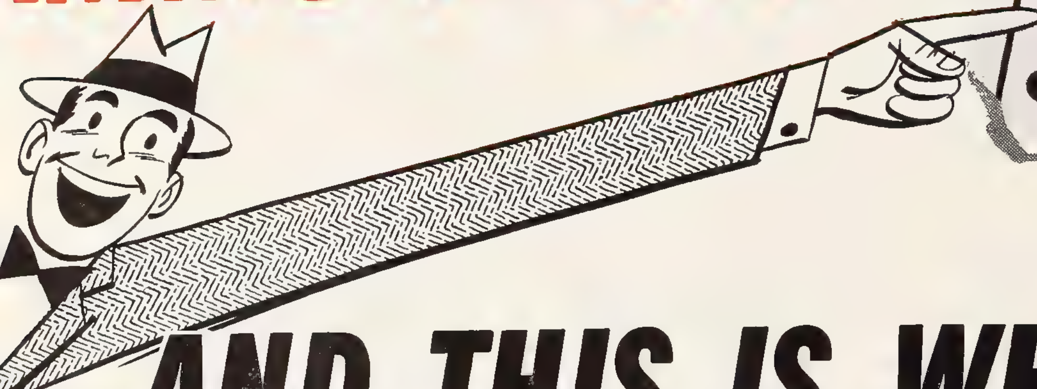
Francis SEZ...
"Hey, boys!...order your new suit with twenty pockets... you're gonna need 'em (and more) to hold the dough you'll make with my new picture!"
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

ND NOW

BIGGEST
OFFENSIVE
IS ON!
Let's ATTACK TOGETHER!!

THE GOOD-WILL COMPANY PASSES THE AMMUNITION!

> "A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"



AND THIS IS WHAT WE MEAN!

PEOPLE WILL TALK

The Zanuck-Mankiewicz picture of 1951!
Starring Cary Grant and Jeanne Crain!

TAKE CARE OF MY LITTLE GIRL

Color by TECHNICOLOR
Starring Jeanne Crain!
Dale Robertson clicks!
A sensational book!
A sensational picture!

THE FROGMEN

Uncle Sam's Underwater Commandos!
Starring Richard Widmark,
Dana Andrews, Gary Merrill!

DECISION BEFORE DAWN

(Special Engagements Only)
Anatole Litvak's first since "Snake Pit"! The screen achievement of the year!

MR. BELVEDERE RINGS THE BELL

Belvedere Laugh-Time all over the world as Clifton Webb rings up another triumph!

THE DESERT FOX

A great best-seller!
Out of the Great African Desert . . . comes the saga of Rommel!

DAVID AND BATHSHEBA

Color by TECHNICOLOR
(Special Engagements Only)
Gregory Peck and Susan Hayward in the most awaited of all motion pictures!

THE SECRET OF CONVICT LAKE

Starring Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott!
All-West saturation!

NO HIGHWAY IN THE SKY

James Stewart, Marlene Dietrich—all the adventure of Nevil Shute's best-seller!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 3 NEW YORK, U. S. A., THURSDAY, JULY 5, 1951 TEN CENTS

NPA Limits Installation Exemption

Bans Copper, Aluminum For Ornamental Purposes

WASHINGTON, July 4.—The National Production Authority late Tuesday issued its expected amendment to the construction control order, limiting the $2,000 installation cost exemption to personal property installation.

This means that installation costs of items which are classed as fixtures or equipment and not as personal property will now apply against the $5,000 annual exemption on all other construction work. Until now installation costs of fixtures or equipment could be counted against the $2,000 installation cost exemption.

The NPA order also bans the use of copper or aluminum in construction work for solely decorative or ornamental purposes. Most types of copper are also banned in a list of seventeen specific items including theatre marquees and down spouts.

UK-US Meet On July 13

LONDON, July 4.—Tentative arrangements now are for the American industry delegation to the Anglo-U. S. conferences here for a new film agreement to arrive in London on July 12 with preliminary talks with British Board of Trade officials to start on the following day. The confabs had been set back a week because of the illness of Sir Hartley Shawcross, BOT head, who will lead the British negotiators. Shawcross is now defi-

(*Continued on page* 4)

Mulvey to London On UK Film Pact

James A. Mulvey, who has participated in previous negotiations with the British government on the Anglo-American film pact, has been designated by the Society of Independent Motion Picture Producers to act as its representatives in the forthcoming London talks. Ellis Arnall, SIMPP president, is not expected to attend.

Mulvey is expected to leave here

(*Continued on page* 4)

Canadian Theatre Construction and Maintenance Costs Off $2,400,000

Ottawa, July 4.—A sharp decline in public and private investment for capital, repair and maintenance expenditures for theatre projects across the nation is reported by the Canadian government, estimating that $4,500,000 will be spent for such purposes in 1951, including $2,600,000 for construction and $1,900,000 for machinery and equipment, compared with $6,900,000 in 1950, including $4,800,000 for construction and $2,100,000 for machinery and equipment.

Capital expenditures for theatres during 1951 will drop to $3,400,000, including $1,900,000 for construction and $1,500,000 for machinery and equipment, compared with $5,600,000 during 1950, including $3,900,000 for construction and $1,700,000 for machinery and equipment.

Repair and maintenance expenditures for theatres during 1951 will be down to $1,100,000, including $700,000 for construction and $400,000 for machinery and equipment, against $1,300,000 during 1950 including $900,000 for construction and $400,000 for machinery and equipment.

Myers Calls for Action On Promotional Campaign

WASHINGTON, July 4.—Exhibitors were urged today by Allied States Association general counsel Abram F. Myers to follow through on the box-office promotional campaign worked out in Texas by Col. H. A. Cole and R. J. O'Donnell.

Myers expressed his views in an Allied bulletin, which also indicated considerable personal dissatisfaction with the way the Council of Motion Picture Organizations has been approaching the promotional job and an attempt to needle COMPO into moving faster in this field.

The bulletin cited the "interminable delays" in getting a nationwide campaign going, and said the need was for prompt action and that it was therefore up to the territories to take the lead. Myers said that this strategy was not in criticism of COMPO, —"its handicaps are well known—

(*Continued on page* 4)

Warners' Faith in Films Voiced at Theatre Opening

Recalling the evening 25 years ago when the Warner brothers presented the first talking picture on Broadway, Albert Warner said that he and his brothers are opening the new Warner Theatre, formerly the Strand, "with the same confidence" in the future of pictures that they had then.

Warner's speech, telecast on the theatre's new RCA theatre TV equipment, was heard by Tuesday's premiere audience for "Strangers on A Train," which reopened the Warner Theatre. Warner called the equipment "another entertainment milestone."

(*Continued on page* 4)

German Exhibitors Oppose New Quota

WASHINGTON, July 4.—Industry and government officials here are concerned over reports from Frankfurt, Germany, that mounting opposition from German theatre owners may kill a proposed German 27 per cent screen quota.

The officials fear that if the screen quota is defeated, the German government will continue its import quota, and the American government and film industry would much prefer a screen quota to an import quota. Re-

(*Continued on page* 4)

Committees Are Set For PCCITO Meet

SAN FRANCISCO, July 4.—Committees have been set up by Rotus Harvey, general chairman, for the Pacific Coast Conferences of Independent Theatre Owners' convention, to be held at Del Mar, Cal., July 16-19, as follows:

Exhibitor-distributor relations committee, to cover such subjects as film rentals, bidding, print supply, grievances, reissues, releasing of films for television; production committee, to cover a review of 1950-51 product, re-

(*Continued on page* 4)

Myers Urges Caution on Theatre TV

Cites Possible Harmful Factors for the Future

WASHINGTON, July 4.—Allied States Association general counsel Abram F. Myers today flashed a yellow "caution" light on exhibitors rushing into theatre television.

Admitting that "times being what they are," the stampede toward large-screen TV is "only natural," Myers nonetheless raised several questions on the "possible ultimate effects" of theatre TV.

"The cost of a television installation is very high," he pointed out. "There is a dearth of first-class fighters. The attitude of other sports toward theatre television has not crystallized. The public reaction to having to pay for programs which were promised free remains in doubt. The ultimate effect on regular movie attendance is not known. And of course, there are still the same old uncertainties as regards systems and chan-

(*Continued on page* 4)

SCTOA Hits Sales to TV

HOLLYWOOD, July 4.—Producers "who are destroying present and future box-office dollars by accepting television pennies today" were assailed in a statement issued yesterday by the board of directors of the Southern California Theatre Owners Association.

Though not mentioned by name, the exhibitors' ire is understood to have been aroused by Lippert Pictures, which by signing a contract with the

(*Continued on page* 4)

McIntosh to Work On MPA TV Plan

WASHINGTON, July 4—The Motion Picture Association of America's television committee has decided to hire Frank H. McIntosh to work out engineering aspects of the Association's theatre television presentation before the forthcoming Federal Communications Commission hearings in the fall.

McIntosh and his partner, A. F. Inglis, are free-lance consulting radio and television engineers.

NEWS in Brief . . .

P. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising publicity and exploitation, have changed their itinerary and will leave here today for Cleveland instead of Philadelphia, as previously announced.

They will return here over the weekend after holding a series of meetings with special field representatives Mike Weiss, Ralph Buring and Art Leazenby in connection with the "Salute to Al Schwalberg" sales drive.

•

WASHINGTON, July 4.—James S. Carbery has resigned as manager of RKO Keith's theatre here, effective July 11, to become city manager of the Rowley United Theaters in Little Rock, Ark., where he will supervise the operations of the eight theatres and two drive-ins run by Rowley. He will leave for Arkansas next week.

Carbery came to Washington in Sept., 1948, as assistant to the late Hardie Meaking. Prior to joining RKO he was associated with Skouras Theatres in New York City.

•

David E. (Skip) Weshner has been appointed general sales representative by Kenneth McEldowney for his forthcoming Technicolor production, "The River," for United Artists release.

Weshner will work with William J. Heineman, UA sales vice-president, in developing sales policy on the film, which will be road-shown on a two-a-day, reserved-seat basis.

The world premiere is set for the Paris Theatre, New York, on Sept. 10.

•

LONDON, July 4.—Odeon Theatres has again deferred its preference dividend which is now two years in arrears.

J. Arthur Rank says that consideration of the payment has been postponed until the results of the year ending June 23, 1951, are available. The last payment on the company's £946,991 ordinary stock was an interim dividend of 3¾ per cent for the year ended June 24, 1949.

4 New Managers In Evergreen Posts

PORTLAND, Ore., July 4. — Four additional managerial changes by Evergreen Theatres have been announced by Russell Brown, now Oregon district manager.

Oscar Nyberg, former manager of the Orpheum has been promoted to the Paramount Theatre, while Kenneth Hughes, manager of the Oriental, was transferred to the Orpheum. From the position of assistant manager of the Orpheum, Bert Gamble has been promoted to manager of the Oriental. The new assistant manager at the Paramount is Dean Mathews, formerly of the Century and Bagdad theatres. Emrys Evans, manager of the Kiggins Theatre in Vancouver was made assistant manager of the Orpheum.

Personal Mention

MILTON COHEN, United Artists Western and Southern sales manager, will leave here today for a tour of Southern exchanges.

•

PHIL REISMAN, JR., who recently resigned as editorial supervisor here for RKO Pathe to enter TV, is scripting for the CBS-TV series "Man Against Crime."

•

NED SECKLER, RKO Pictures manager for Brazil, has returned to Rio de Janeiro following several weeks' vacation in New York.

•

LEONARD SPINRAD, of Warner's home office publicity staff, has been elected president of the alumni association of Columbia University's School of Journalism.

•

WOLFE COHEN, Warner foreign manager, will leave here Saturday aboard the S.S. *Queen Elizabeth* for London and Paris.

JOSEPH McCONVILLE, president of Columbia Pictures Corp., MRS. McCONVILLE, GARY MERRILL and his wife BETTE DAVIS will arrive here today from Europe aboard the S.S. *Queen Elizabeth.*

•

HERMAN STERN, former head of Universal Pictures non-theatrical department, now retired, and MRS. STERN celebrated their 54th wedding anniversary recently.

•

LOUIS SHECTER, advertising executive and owner of several neighborhood theatres in Baltimore, is en route to Europe on the S.S. *Liberte.*

•

ANDREW J. GRAINGER, Shea circuit executive, will leave here today for Youngstown, Pa., the first-stop on a two-week tour of Shea theatres.

•

NORMAN PANAMA, M-G-M director, has arrived here from the Coast.

Rank's UK Studios Resume Activity

After a period of relative inactivity, the J. Arthur Rank Organization has 11 films in preparation, production and near completion at its Pinewood and Ealing Studios in England, Universal, which releases Rank product here, reports.

At Pinewood just completed and in the final stages of editing are "Hotel Saharra," starring Yvonne DeCarlo, and "Valley of Eagles," starring Nadia Gray, Jack Warner and John McCullum.

In production at Pinewood are "High Treason," "Appointment With Venus," and Somerset Maugham's "Encore."

In Production

In preparation at Pinewood and scheduled for early production are "Hunted" and 'Covent Garden," (Technicolar).

Sir Michael Balcon has four in various stages of completion, production and preparation at Ealing: "The Lavender Hill Mob," starring Alec Guinness; "The Man in the White Suit," also starring Guinness; "No Vultures Fly" (Technicolor), and "His Excellency," starring Eric Portman.

Two additional Rank films which are in first-run release in England will shortly be released in America. They are "The Browning Version" and "White Corridors."

Brondfield Appointed Pathe's Story Editor

Magazine writer and former newspaperman Jerome Brondfield, who has been a member of the RKO Pathe script staff for several years, has been appointed story editor of that production organization, it was announced here by Harry J. Michalson, company president.

In his new duties, Brondfield will help steer development of RKO Pathe's expanding activities, with particular emphasis on TV programming, Michalson said.

Mark Larkin With Publishing Firm

Opportunity to advertise long-run stage and screen productions in 17 Manhattan hotels will be offered for the first time through a New York edition of *The Traveler,* exclusive guest relations magazine founded by J. Frank Beaman, former assistant to the president of the Curtis Publishing Co., and founder and first editor of *Holiday,* travel and recreation magazine.

Issued first in Philadelphia four years ago, *The Traveler* has newsstand sale and room distribution in 10 Philadelphia hotels and eight in Washington. The New York Traveler Corp. is jointly owned by Beaman and Mark Larkin, film publicist.

20% Dividend from ABPC for the Year

LONDON, July 4.—Associated British Pictures Corp. and affiliates have declared a dividend on ordinary shares of 12½ per cent which with the interim dividend already paid makes a 20 per cent dividend for the year ending March 31, 1951. This equals last year's payments.

The ABPC group increased net profits from £543,622 to £663,609.

Newsreel Parade

THE impending Korea peace talks and the Red leaders going to jail are current newsreel highlights. Other items include the Colorado air crash, and sports. Complete contents follow:

MOVIETONE NEWS, No. 54—Cease-fire move in Korea. Top U. S. Reds go to jail. Forest fire in New Mexico. Birth of new H-bomb plant. Miss Truman visits Rome. Young Republicans' convention. Sports: tennis, baseball.

NEWS OF THE DAY, No. 288—Hopes for peace in Korea. Miss Truman in Rome. Top U. S. Reds start for prison. Four U. S. destroyers back from Korea. Derby Day in Tokyo. Motor polo in California.

PARAMOUNT NEWS, No. 91 — Top U. S. Reds begin prison sentence. Miss Truman in Rome. Billiards. Cat and rat: experiments prove they can cooperate. Speed work on hydrogen plant. Cease-fire talks.

TELENEWS DIGEST, No. 27—UN delegates meet Malik. Korea peace talks. Defense Secretary Lovett warns on letdown. Air crashes in Colorado and Fort Dix. Close Frankfurt youth center. India grain crisis. Sheep Show.

UNIVERSAL NEWS, No. 470—World waits tensely for Korea truce. School for survival. Colorado air crash. New Mexico forest fire. "Prince Who Was A Thief" opening in Detroit. Presidential inauguration in Australia. Sports.

WARNER PATHE NEWS, No. 93—Iran oil crisis. New Mexico fire. U. S. Red leaders go to jail. Colorado air crash. Miss Truman visits Rome. Lady Godiva rides again in Coventry. Korea war draws near truce.

3 From Rouse and Greene for Popkin

Location shooting is a great aid in obtaining the quality of realism demanded by present-day audiences, according to Russell Rouse, who with Clarence Greene is one of Hollywood's newest producing - directing - writing teams. Their latest film is "The Well," made for Harry Popkin and slated to be relased by United Artists in mid-September.

Rouse and Greene are slated to make three pictures for Popkin in the next 12 months and all three will be released by UA. Rouse said that Greene will produce the next three and that on two, at least, he will assume direction, but that the screenplays will be written by the pair.

10 hrs.
55 min.
AMERICAN
to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EDT—Ar. 8:15 a.m. PDT

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CAPTAIN HORATIO HORNBLOWER

COLOR BY TECHNICOLOR

Lights Up | Soon!

LOOK FORWARD!
GO FORWARD!
WITH
***WARNER* BROS.**

UK-US Meet

(*Continued from page* 1)

nitely better and Lady Shawcross told MOTION PICTURE DAILY that she is confident he will be able to meet the American delegation on the 13th.

Potential Hitch

There is one potential hitch to the July 13 date and that is the possibility of John G. McCarthy, head of the international division of the Motion Picture Association of America, a U. S. industry delegate, having to go to Madrid on his first visit in connection with negotiations for a new Spain-U. S. film pact. Joyce O'Hara, MPAA vice-president, will be a delegate with McCarthy to the Anglo-U. S. pact conferences.

MPEA Meet Today To Brief McCarthy

The Motion Picture Export Association will meet here today for a final briefing of John McCarthy, MPEA head, before he leaves on Saturday for London where preliminary negotiations on the Anglo-American film agreement are scheduled to begin July 13.

Mulvey to London

(*Continued from page* 1)

for London during the latter part of next week. Joyce O'Hara, Motion Picture Association of America vice-president, is due to leave about the same time.

Myers on Theatre Video

(*Continued from page* 1)

nels," he cautioned in his position on theatre TV.

Myers emphasized possible harmful effects on regular theatre attendance from "turning theatres into prize fight arenas from time to time." He cited results at RKO Keith's here for the LaMotta-Murphy fight—everyone in shirt-sleeves, hoots and cheers and boos for the preceding film and for the fight itself, vendors selling popcorn, soft drinks and candy and ice cream in the aisles.

"One cannot escape wondering," the Allied official said, "what typical movie-goers—say parents, persons of refinement and children—will think of such goings on. Will they be willing to space their move-going to avoid these brawls, or will the theatre lose caste in their estimation? The experience would hardly endear the theatre to them as a place of polite entertainment."

Moreover, Myers said, as soon as the fight ends the audience rushes for the exits, "leaving the theatre empty and exposing motion pictures to an unwarranted humiliation." He stated that a special show for the fight only runs into the difficulty of having a very short fight and a discontented audience, and speculated that cost permitting, it might be a good idea to have an all-fight program including preliminary bouts.

Other Sports

The Allied official also pointed out that since there aren't enough good fights in sight, theatres will have to move into other sports events, and then "what will be left for the home set owners besides Kukla, Fran and Ollie and a few sponsored programs of varying degrees of entertainment?" When this happens, Myers said, when people find out that all the good things they bought their television set to see can be seen only in theatres for another admission price, "they will squawk to the FCC." While it is not certain what the FCC would do, Myers concluded, "it is an added element of uncertainty and one that must be taken into account in deciding to take the deep plunge into theatre television."

Special $100,000 Ad Drive for 'Cyrano'

A special $100,000 campaign for run-of-paper advertising for Stanley Kramer's "Cyrano de Bergerac," aimed at the large audience beyond the readership of entertainment pages, has been set by United Artists vice-president Max E. Youngstein.

FRANCIS SEZ...
"Fellers...better get those extra cops ready to hold the crowds in line...you'll be needing 'em plenty when you play my new picture!"
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

PCCITO Committees

(*Continued from page* 1)

lease system, titles, remakes, star participation in radio and television, production cooperating with columnists, suggestions for 1951-52 regarding types of pictures to avoid and correct casting; unit-conference relations, to take in units responsible to PCCITO, and PCCITO services; theatre service committee, to cover previews, box-office stimulation with emphasis on quality, performance and results.

Also, National Screen Service, to cover record of performance for 1950-51 to cover recommendations for improved service, complaints; trucking services, to cover performance, complaints and recommendations for improved services; sound service, to cover performance, recommendations for improved service and complaints; uniforms, to include a survey of existing supply, performance and recommendations for improvement; concession supplies, to discuss the outlook, prices and service.

In addition to these committees there will be a standing "distressed exhibitors" grievance committee.

Myers on 'PR'

(*Continued from page* 1)

but because territorial action seemed the only way by which to overcome those handicaps."

Myers said the Texas campaign would be integrated into the COMPO campaign—"when and if the latter gets going, and that is as it should be. But the reports of sagging receipts show that this matter cannot wait and that those who have the vision and gumption to do something had better get busy—right now."

German Exhibitors

(*Continued from page* 1)

peal of the present import quota has practically been made contingent by the German government on adoption of a screen quota.

The screen quota is slated to be reported by a committee of the German Bundestag this week.

SCTOA Hits

(*Continued from page* 1)

AFM opened the way for itself, Republic and Monogram to reissue old product for TV use. The three companies have been the target of much adverse comment in exhibitor bulletins throughout the nation.

The SCTOA statement threatened retaliation, declaring that selling pictures to TV "will put exhibitors all over the country on guard to avoid exhibition of current and future pictures with stars who appear regularly on television screens."

"Curtailing box-office revenue with television competition," the SCTOA board said, "can only reduce the motion picture industry to the state of mediocre entertainment."

The latest producer group to take steps looking to augment its revenue from video is the Society of Independent Motion Picture Producers, which will back "pay-as-you-see" TV systems in forthcoming hearings before the Federal Communications Commission.

Warner Theatre

(*Continued from page* 1)

Dennis Morgan, Patricia Hitchcock and Robert K. Christenberry, president of the Broadway Association and managing director of the Hotel Astor, participated in the opening ceremonies outside the theatre. Christenberry presented a plaque in tribute to Harry, Jack and Albert Warner and to their late brother Sam, in whose memory the theatre is named, "for a quarter century of public service and entertainment in the field of sound motion pictures."

In addition to Warner, Morgan, Miss Hitchcock, comedian Danny Thomas, Ben Grauer and RCA president Frank Folsom were seen in the telecast, which went in to the Warner screen direct from the NBC studios in Radio City.

World-wide radio coverage of the opening was carried by the Voice of America.

Schwartzberg Rites

Funeral services for Philip Schwartzberg, 74, the father of Henry Schwartzberg, film buyer for American Theatres Corp., were held here yesterday at Riverside Chapel. He died Monday in Brooklyn.

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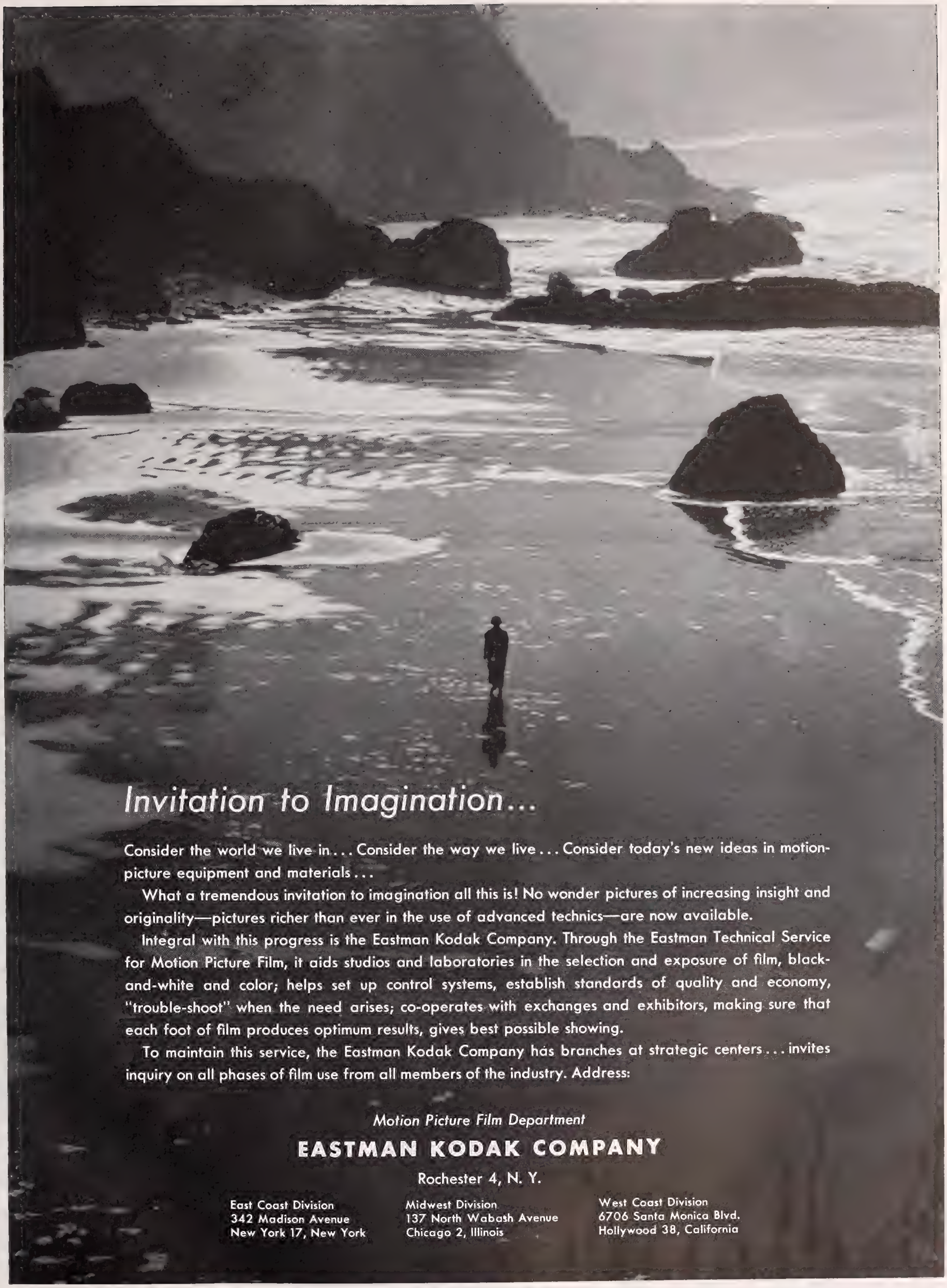

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What a tremendous invitation to imagination all this is! No wonder pictures of increasing insight and originality—pictures richer than ever in the use of advanced technics—are now available.

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Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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6706 Santa Monica Blvd.
Hollywood 38, California

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(Color by **TECHNICOLOR**)

Is The BIGGEST Word In Westerns

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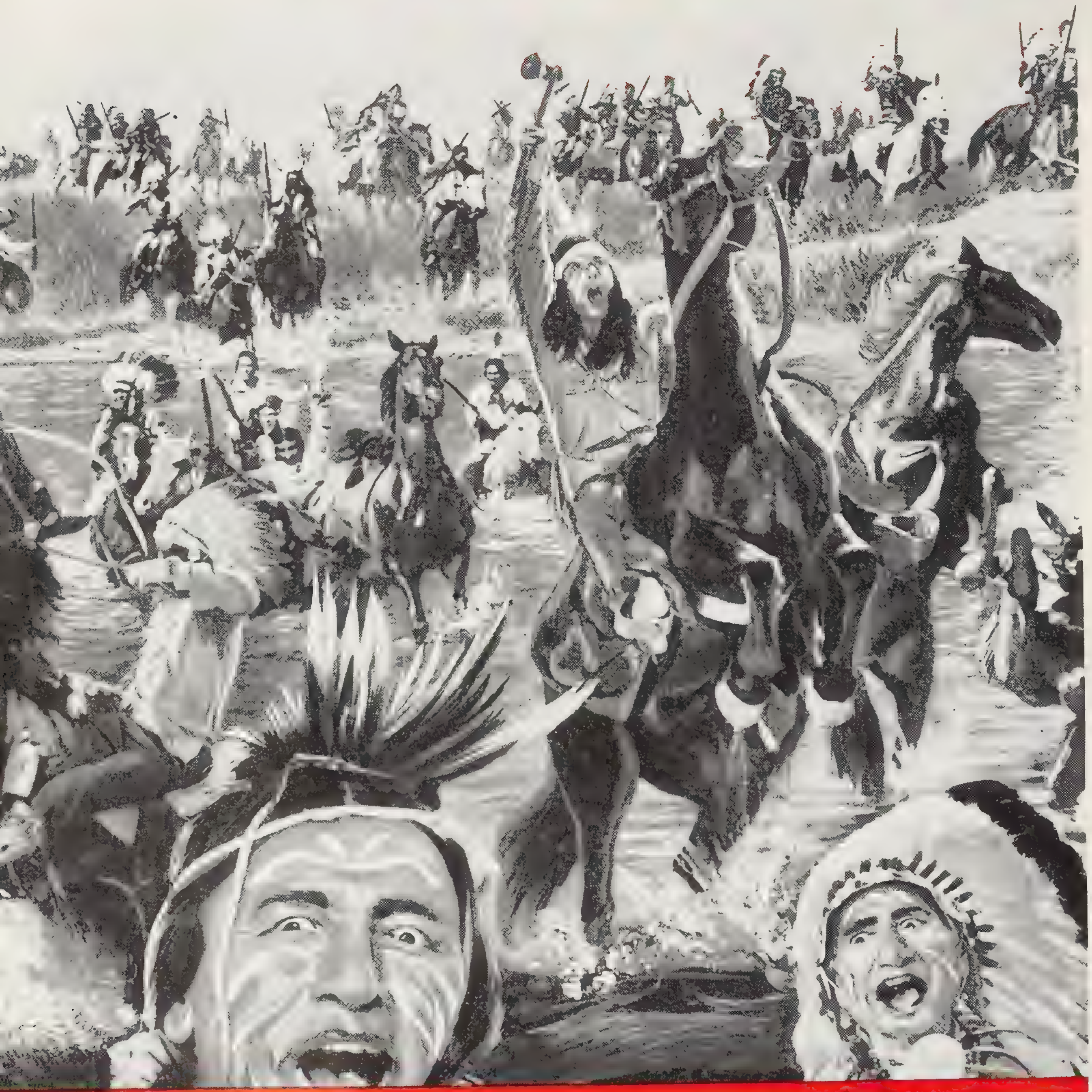
"Rousing battles in which hundreds of cavalrymen and Indians surge across the screen in an awesome way no other medium can equal. TV has no substitute for robust action like . . . this most thrilling page in the history of America's western frontier!"



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FORREST TUCKER · HARRY CAREY, Jr.

in

WARPATH

with

POLLY BERGEN · JAMES MILLICAN · WALLACE FORD
DIRECTED BY BYRON HASKIN
Story and Screenplay by Frank Gruber · Produced by Nat Holt

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PARAMOUNT

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 4 NEW YORK, U. S. A., FRIDAY, JULY 6, 1951 TEN CENTS

Grosses Show Improvement In Some Areas

First Upturn in Some Spots in Many Weeks

Motion picture theatre grosses in many cities across the country have taken a surprising turn upward, unexpected particularly in view of the outdoor weather which has set in and the vacation season.

The upturn is not necessarily sensational but it is a reversed position than the one in which many box-offices have been headed, on the down side.

One of the most pronounced upturns is that which has set in in many theatres in the New York area, especially at most Broadway first-run showcases where grosses have been given a welcome lift.

In Los Angeles, dim weather was a help to first-runs generally. Downtown first-runs in Omaha are all running over average.

The field report coming from Mo-

(*Continued on page* 6)

$25,000 at Para. And Hall Top Holiday Grosses

A smash $25,000, the biggest Fourth of July gross recorded in the history of the Paramount Theatre here, was the highlight of the holiday at Broadway first runs. The day brought good business to most of the area's theatres.

"The Great Caruso" goes on at Radio City Music Hall despite holidays or weather. It drew $25,500 on the Fourth and settled down yesterday for a ninth week. Holdouts were the rule yesterday and the film will undoubt-

(*Continued on page* 6)

Morison Calls Off Planned Coast Trip

WASHINGTON, July 5.—Anti-trust chief H. Graham Morison has cancelled a projected visit to the West Coast and is returning to Washington.

Morison, while on the Coast, was to have met with exhibitor leaders to discuss the trade practice situation in Los Angeles and Southern California. However, his plans have been changed and he will go to the Coast late this month or early in August, or may even send a deputy there.

Boston, Toronto Exhibitors Warned of Counterfeiters; One House Gets 15

Exhibitors in Boston and Toronto have been warned against a flood of counterfeit bills circulating in both areas.

Counterfeit $10 and $20 Federal Reserve Bank notes have been spreading through Greater Boston business establishments, the United States Secret Service disclosed. Maurice R. Allen, supervising agent of that office stated that approximately 25 of these bills have appeared recently. Allen emphasized that these counterfeit notes are liable to be passed in theatres and should be closely scrutinized by the management. Upon receiving these counterfeits the office of the United States Secret Service should be notified immediately.

Ontario exhibitors have been warned to be on their guard for fake $10 bills because of the re-appearance of counterfeit money of this denomination, after considerable circulation last summer. During the rush hours on Saturday at a Famous Players' theatre, the cashier was found to have accepted no less than 15 of the spurious $10 bills.

Eight Countries Are on the Itinerary of McCarthy

Eight countries are on the itinerary of John G. McCarthy, Motion Picture Export Association vice-president, who will leave here tomorrow on the *S.S. Queen Elizabeth* for a two months tour of Europe.

First stop will be London where McCarthy, with MPEA vice-president Joyce O'Hara, and James Mulvey, representing the Society of Independent Motion Picture Producers, will open negotiations with Sir Hartley Shawcross, president of the British Board of Trade, and with other British officials on July 13 on a new film agreement between the two countries.

Following the British negotiations, McCarthy will proceed to Madrid and then to Paris, Western Germany, Amsterdam, Copenhagen, Stockholm, and possibly Oslo and Helsinki.

MPEA Directors Formally Ratify UK's Eady Plan

The board of directors of the Motion Picture Export Association yesterday formally ratified the British Eady Plan as set up under the increased entertainment tax schedule now before the House of Commons.

Under its provisions, part of the entertainment tax is put back into a pool for the financing of film production.

The directors also discussed a number of industry matters in Spain, France, Indonesia and Germany.

'MANAGER OF MONTH' AWARD FOR THEATRE OPERATION

Better Theatres, published today with *Motion Picture Herald,* will announce a "Manager of the Month" Award to be presented to the manager and the owner-manager who have shown outstanding skill and enterprise in theatre operation. These new awards, coming at a time when restrictions on equipment and supplies emphasize the importance of the physical theatre, will be strong companions to the Quigley Awards for showmanship and exploitation sponsored by the Managers Round Table department of *Motion Picture Herald* for the past 18 years.

The sphere of interests for these Awards is exclusively those physical and institutional ones to which *Better Theatres* is devoted.

Better Theatres Awards will be given monthly to managers, including owner-managers, for skill and enterprise in institutional advertising, theatre housekeeping, public relations, refreshment sales promotion, equipment and building maintenance, and many other comparable aspects of the motion picture theatre—in short, any activity except film exploitation.

Beginning in September, there will

(*Continued on page* 6)

March of Time Film Series Will Be Ended

Costs Cited As Reason; To Make Films for TV

March of Time will cease production of its theatrical film series, "The March of Time," with the completion next fall of its 16th year, Roy E. Larsen, president of Time, Inc., announced here yesterday. In the future the company will devote the major part of its creative facilities to production of films for television and to special theatrical films.

Larsen cited rising costs as the reason for the discontinuance of the theatrical shorts series, even though sales of March of Time releases increased this year, he said.

"Our company has been increasingly active in recent years in developing and producing programs for television," Larsen, one of the founders in 1935 of the March of Time film series, said. "Our facilities are

(*Continued on page* 6)

WB Directors Set $15,000,000 to Buy Common Stock

The board of directors of Warner Brothers passed a resolution yesterday inviting stockholders to tender common stock for purchase by the corporation at prices not exceeding $15 per share. The sum of $15,000,000 was appropriated for that purpose. Warner common closed at 13½ yesterday.

It is expected that formal invitations to tender will be mailed to stockholders in about 10 days, and that the deadline for the submission of tenders

(*Continued on page* 6)

L. B. Mayer Sells 1,500 Loew's Shares

WASHINGTON, July 5.—Louis B. Mayer sold 1,500 shares of Loew's, Inc. common early last month, according to the latest report of the Securities and Exchange Commission on trading by officers and directors in film company stocks.

The report, covering transactions filed with the Commission between May 11 and June 10, showed that Mayer's sales were in four blocks,

(*Continued on page* 6)

Personal Mention

ARTHUR KRIM, president of United Artists, is due here from Europe by plane today.

•

LOU MILLER, assistant to WALTER BRANSON, Western division sales manager for RKO Pictures, will leave here today for a Vermont vacation.

•

HUGH OWEN, Eastern and Southern Paramount division manager, is recovering from a recent illness which confined him to Doctors' Hospital here.

•

JOSEPH A. WALSH, head of Paramount branch operations, is in Milwaukee today and will leave for Chicago over the weekend.

•

HAROLD WIRTHWEIN, Monogram and Allied Artists Western sales manager, has returned to Hollywood from Kansas City.

•

PHIL WILLIAMS of the March of Time has left here on a nationwide tour.

•

BETTY ETTER, editor of *Movie Life* magazine, will leave here today for Europe.

•

MAX ROTHSTEIN, executive vice-president of Broadcast Pictures, Inc., has left here for the Coast.

•

J. CHEEVER COWDIN has returned here from the Coast.

•

EMIL K. ELLIS, film attorney, has left here for Los Angeles.

Two Exhibitors Lose Counterclaim Action

NEW ORLEANS, July 5.—Anti-trust counter-claims seeking damages of $75,000 asserted by exhibitors in pending percentage actions against them have been dismissed by Judge F. J. Stich here. The percentage actions by Paramount, Loew's, 20th Century-Fox, RKO and Universal are against Harold H. Bailey, I. Roy Calamia and the Bailey-Calamia theatrical interests, involving the Gentilly Theatre in New Orleans. The court sustained the exception taken by the distributor plaintiffs to the effect that there was no right or cause of action on the part of the exhibitor defendants in their anti-trust counter-claims.

Judgment in favor of all of the distributor plaintiffs and against the exhibitor defendants, maintaining the distributors' exception of no right or cause of action, and dismissing the counter-claim demands of the exhibitor defendants at the latters' cost, was read and rendered in open court and was signed and filed today.

Harry McCall, Jr. of the New Orleans law firm of Chaffe, McCall, Toler and Phillips, represented the distributors with Sargoy and Stein, New York, of counsel.

Review

"Here Comes the Groom"

(*Paramount*) *Hollywood, July 5*

HAPPY DAYS ARE HERE AGAIN, Ladies and Gentlemen, for these reasons:

Bing Crosby is back in the good-natured-guy groove where he always belonged, free-wheeling instead of pitching;

Jane Wyman has traded in her crying-towel for a glamour-girl's raiment, and she is a dish to behold;

Frank Capra has gone back to the command of comedy he displayed in "It Happened One Night" and "You Can't Take It With You," with rafter-raising result;

Paramount has loosened its purse strings to provide a cast that includes Alexis Smith, Franchot Tone, James Barton, Minna Gombel, Connie Gilchrist, Walter Catlett and Robert Keith, plus three fabulously talented juveniles named Jacques Gencel, Beverly Washburn and Anna Maria Alberghetti, and production values so seldom witnessed nowadays as to convey a thrill in their own right;

And the whole thing jells in a manner to make its 113 minutes dispute the clock.

Yes, Ladies and Gentlemen, here is a picture to do nip-ups about, and for. It is a good-time picture, a good-natured frolic, light as a breeze, but faster, nameful as a marquee-designer's dream (Dorothy Lamour, Phil Harris, Louis Armstrong and Cass Daley, playing themselves, are a billing bonus) and clean as driven snow. There are 40 ways to exploit the attraction, and it rates use of them all, but by the time the word gets around you probably could not keep people away if you ran it in the basement.

The script, by Virginia Van Upp, Liam O'Brien and Myles Connolly, from a story by O'Brien and Robert Riskin, and which may have been used before, is a crisp account of an American newspaper man's romance with an office girl who gets tired of waiting for him to come back from Paris, where he has been covering the news about war orphans and has adopted two of them. Crosby is the newspaper man, Miss Wyman is the girl, and Tone is the millionaire employer she becomes engaged to when she decides not to wait for Crosby. Master Gencel and Miss Washburn are the orphans Crosby adopts, and Miss Alberghetti is another, with a golden voice, whose adoption he arranges. Keith is Crosby's patient employer, and Barton and Miss Gilchrist are Miss Wyman's parents. The competition between Crosby and Tone for Miss Wyman's hand rages amusingly to a satisfactory conclusion while off-shooting complications involving everybody in the story pile up a huge total of laughs.

Crosby has three new songs, by Jay Livingston and Ray Evans, and an oldie by Johnny Mercer and Hoagy Carmichael, and he just plain sings them, casually as they come up in the procession of events, instead of thrusting them forth as if they were what the picture is about. He does one off-handedly with a group of orphans, another aboard plane with the above-named guest stars just happening to join in, another in a fine running sequence with Miss Wyman, and the other recurrently as the romantic theme song. They all click.

A preview audience at the Hollywood Paramount Theatre, which had just finished laughing itself into exhaustion at the reissued "Miracle of Morgan's Creek," rocked and roared at "Here Comes the Groom."

Capra produced and directed, with Irving Asher drawing down associate-producer credit. Running time, 113 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Exhibitors Are Ordered To Answer Percentage Suits

PITTSBURGH, July 5.—In an opinion handed down on Tuesday, Federal Judge William Alvah Stewart has denied motions of exhibitor defendants in seven pending percentage suits here, which sought to compel the distributor plaintiffs to make a more detailed statement in their complaints against the defendants. The distributor suits were brought against Richard Brown, James Jaffurs and others, operating the Star Theatre in Glassport, the Grant in Millvale, and the Wilmer in Wilmerding, all in Pennsylvania.

3 Percentage Suits Filed in Pittsburgh

PITTSBURGH, July 5.—Max Arnold was named defendant in three percentage actions filed in Federal Court here. Separate suits were brought by Paramount, Warner and 20th Century-Fox, alleging under-reporting of receipts on percentage pictures exhibited at the Olympic and Liberty Theatres in Verona, Pa., and the Nemo Theatre in Pitcairn, Pa.

Reed, Smith, Shaw and McClay of Pittsburgh represent the distributors with Sargoy and Stein of New York of counsel.

Walton Goes Into Supply Business

SEATTLE, July 5. — Selon Burns, president of Modern Theatre Supply, distributors of RCA equipment in Washington, Oregon, Idaho, Montana and Alaska, announced today that E. L. Walton, former vice-president and assistant general sales manager of Republic Pictures, has purchased a half interest in his company. Walton before becoming assistant general sales manager for Republic was long identified with film distributing in Seattle. Burns has been identified with RCA distribution for the past four years in this territory which includes Alaska.

First Republic Regional Meet in Chicago Today

The first of a series of four Republic regional sales meetings will get under way today at the Blackstone Hotel in Chicago, where James R. Grainger, executive and sales vice-president, is meeting with sales executives and 10 branch managers. The session, which will continue tomorrow, is to be highlighted by a discussion of the 1951-52 program.

Grainger was accompanied to Chicago by his executive assistant, Richard G. Yates. Midwest district manager Abe Fischer will head the following group of branch managers: Ben Elrod, Chicago; Sam Seplowin, Detroit; Bernard H. Brager, Indianapolis; Jack Frackman, Milwaukee; J. E. Loeffler, Minneapolis; Robert F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; Nat E. Steinberg, St. Louis; George H. Kirby, Cincinnati. Pacific Coast district manager Francis A. Bateman will also attend the Chicago meetings.

Other sales conferences are scheduled in New Orleans, July 9-10; San Francisco, July 12-13, and New York City, July 17-18.

Gelber Heads Drive For Israel Bonds

At a meeting of prominent exhibitors in New York City, including Barney Balaban, president of Paramount Pictures, and Simon H. Fabian, Herman Gelber, president of the Motion Picture Operators' Union Local No. 306, was by popular acclaim named general chairman of the motion picture division of the State of Israel Independence Bond Issue.

New Jaediker Account

George A. Jaediker, public relations and promotional counselor, formerly with United Artists, has been appointed consultant for advertising and product packaging by Toni Mendez, licensor of the TV show, "Tom Corbet, Space Cadet."

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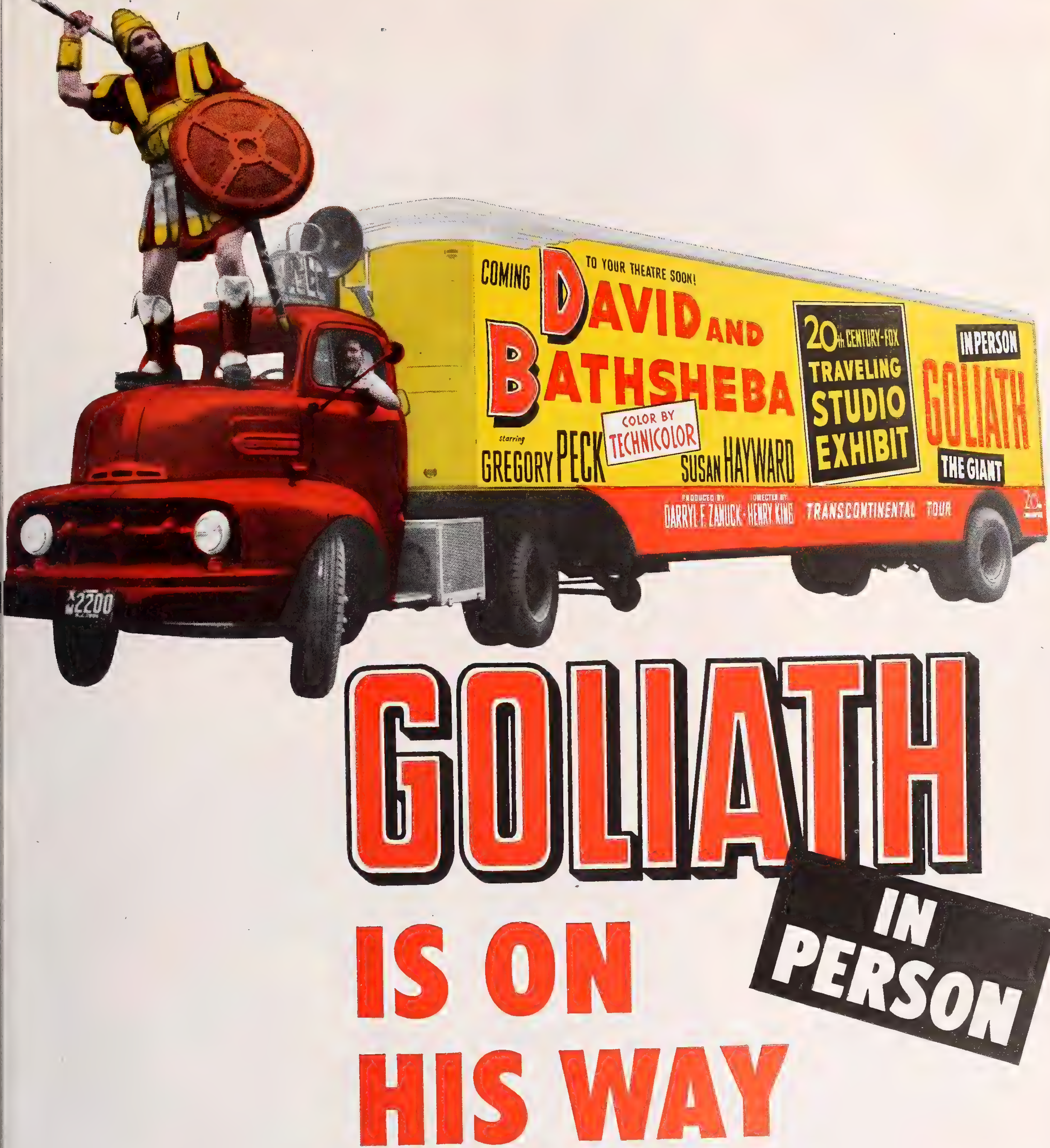

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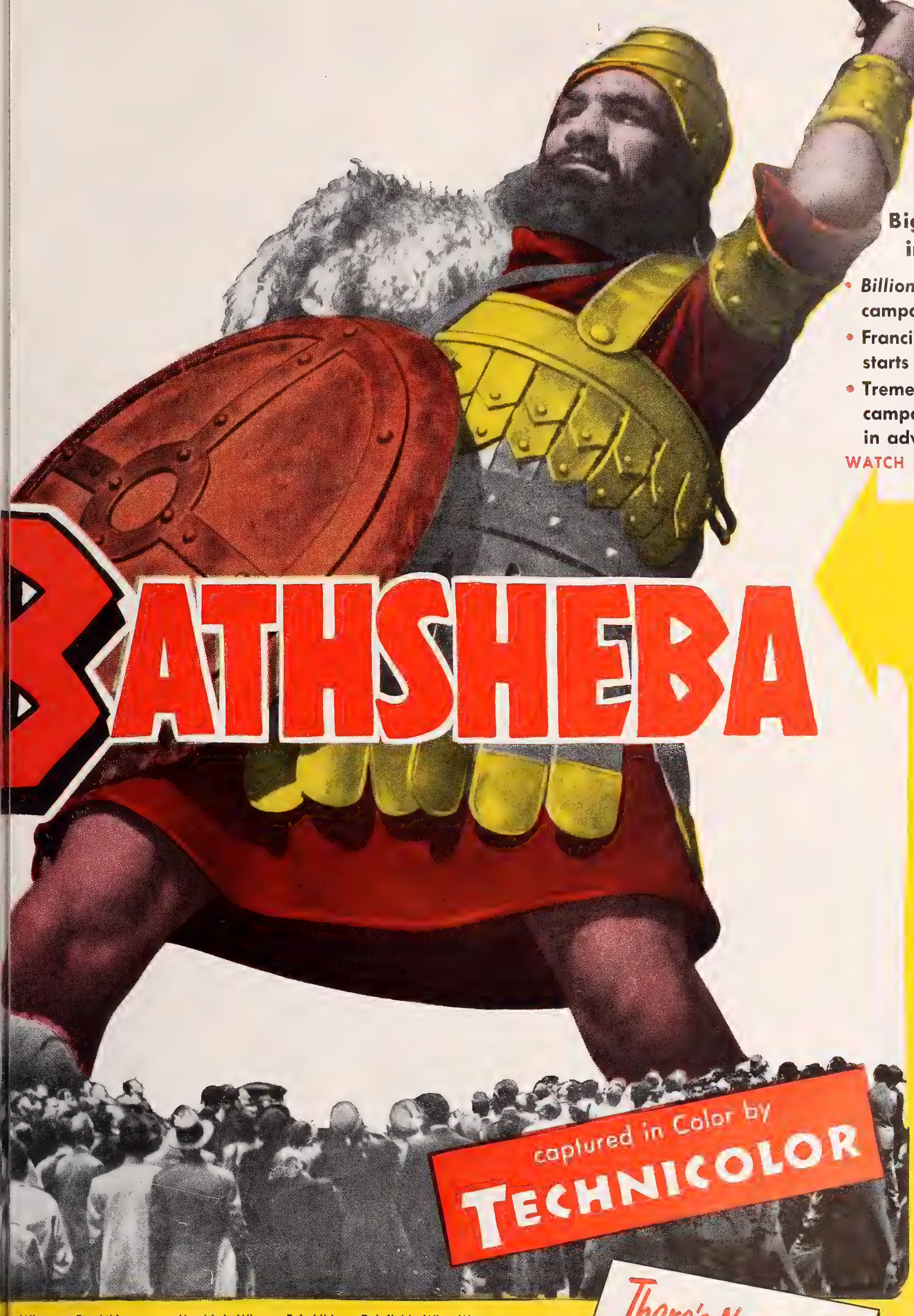

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MOT Policy

(*Continued from page* 1)

admirably suited for the new medium."

According to Larsen, the March of Time's three closing issues will cover current developments in Morocco, Iran and Formosa. The production and distribution of special theatrical films such as "The Golden Twenties" and the feature film, "Modern Arms and Free Men," will continue as will the production of documentary pictures for commercial sponsors.

WB Directors

(*Continued from page* 1)

to the Guaranty Trust of New York, agent for the corporation for this purpose, will be 30 days thereafter. It is expected that the stock purchased as a result of the invitation to tender, together with other stock held in the treasury, will be cancelled and retired at a future stockholders meeting.

The move, which had been reported in trade circles previously, is considered part of Warner's consolidation and in preparation for reorganization under the consent decree. Other moves have been the liquidation of real estate not actually needed for production and distribution.

Mexico, Venezuela Pact

MEXICO CITY, July 5.—The Mexican and Venezuelan film industries have effected a reciprocal trade pact which gives equal rights to both countries.

Grosses Show Improvement

(*Continued from page* 1)

TION PICTURE DAILY'S correspondent in Cleveland likewise indicated that theatre attendance generally is picking up. This week, all downtown houses are hitting average or better. Even moveovers are doing well. Denver reports pretty much the same. Kansas City's key runs are grossing heavily.

Among the many worthwhile productions to which the increase in business is attributed are "The Great Caruso," the gross of which has exceeded $1,150,000 in its eight weeks at New York's Music Hall, and where it may run at least a tenth stanza; also, "The Frogmen," "Excuse My Dust," "He Ran All the Way," "Ace in the Hole," "Hard, Fast and Beautiful," "Kon Tiki," "Dear Brat," "14 Hours," "Strictly Dishonorable," "Strangers on a Train," "Take Care of My Little Girl," "Go for Broke," "On the Riviera," "Fabiola," "The Prince Who Was a Thief," "Apache Drums," "Half Angel," "Mr. Lucky" and "Night Into Morning," to mention but a few.

For the first time in several weeks, grosses are scoring a slight improvement in Baltimore where matinee business at some houses is getting a much-needed boost.

In Atlanta, business in most downtown theatres and at drive-ins in the area are somewhat better than average. The drive-in improvement in the Atlanta area is pretty much the same seasonal story in most territories throughout the country.

The week's grosses were helped in many places by the July 4 holiday, while in Buffalo that, coupled with Dominion Day, the Canadian holiday just across the border, brought satisfactory results, gross-wise.

Grosses are somewhat improved in Cincinnati, too, where "Strangers on A Train" went $3,000 over average to mark up the best all-film figure at the RKO Albee in quite sometime.

A better line of product is attributed by many showmen in the Indianapolis area to the best all-around week in many. While receipts are not unusually high, they are frequently well distributed.

Canada, too, appears to be heading for a more favorable box-office position. With the help of Dominion Day, grosses perked up a bit at Toronto and in other key cities.

While business is by no means out of the doldrums in many areas, the overall picture looks a bit brighter.

Heiber With Souvaine

Edward Heiber has been named Western division manager of Souvaine Selective Pictures by Charles Amory, vice-president of the company.

Heiber was formerly division manager for Universal.

Manager Award

(*Continued from page* 1)

be one *Better Theatres* "Manager of the Month" Award each month, expressed in a Certificate signed by Martin Quigley, president and editor-in-chief of Quigley Publications.

Additionally each month, "Citations for Excellence in Theatre Management" will be awarded managers who have submitted evidence of skill and enterprise meriting honorable mention.

Exhibits submitted for an Award may be in any form that clearly sets forth to the judges the methods, procedures, achievement of the candidate.

It is not necessary that a manager enter an exhibit on his own behalf. Another person—even a theatre supply dealer or an equipment manufacturer—may do so for him, with adequate authentication; or the other person may merely nominate a manager, specifying the activity upon which the nomination is based, whereupon the nominee will be notified, with a request for an exhibit. Besides circuit house managers and owner-managers, city and zone or district managers are eligible.

All Awards will be determined by the *Better Theatres* Editorial Board in consultation with leading executives in motion picture exhibition.

Exhibits should be addressed to Better Theatres Manager of the Month Award Committee, Quigley Publications, Rockefeller Center, New York 20, N. Y.

L. B. Mayer Sells

(*Continued from page* 1)

consisting of 600, 300, 100 and 500 shares, between June 2 and June 10. As of June 10, he had 10,400 shares.

An amended report of various 1949 and 1950 transactions in Republic Pictures Corp. stock by Douglas T. Yates and Tonrud, Inc., showed that at the start of this year Yates held 1,860 shares of common in his own name and 103,560 shares of common and 12,200 shares of preferred through Tonrud.

'Caruso': Bigger on 56th Day Than 1st

The $25,500 Fourth of July gross for "The Great Caruso" at the Music Hall exceeded the picture's opening day by an even $5,000. The holiday was the seventh day of the eighth week of the M-G-M film's recordbreaking stand. Higher prices for the holiday accounted for much of the 25 per cent increase over the opening day figure, but nevertheless as many or more people went to see the film after the eighth week as did the first day.

Holiday Grosses

(*Continued from page* 1)

edly chalk up an all-time gross record there before the week is out.

Martin and Lewis fans admittedly account for most of the crowds at the Paramount, where "Dear Brat" is the feature film. Yesterday the line extended around the corner and nearly a full block, with an increased scale at the box-office doing little to deter the patrons.

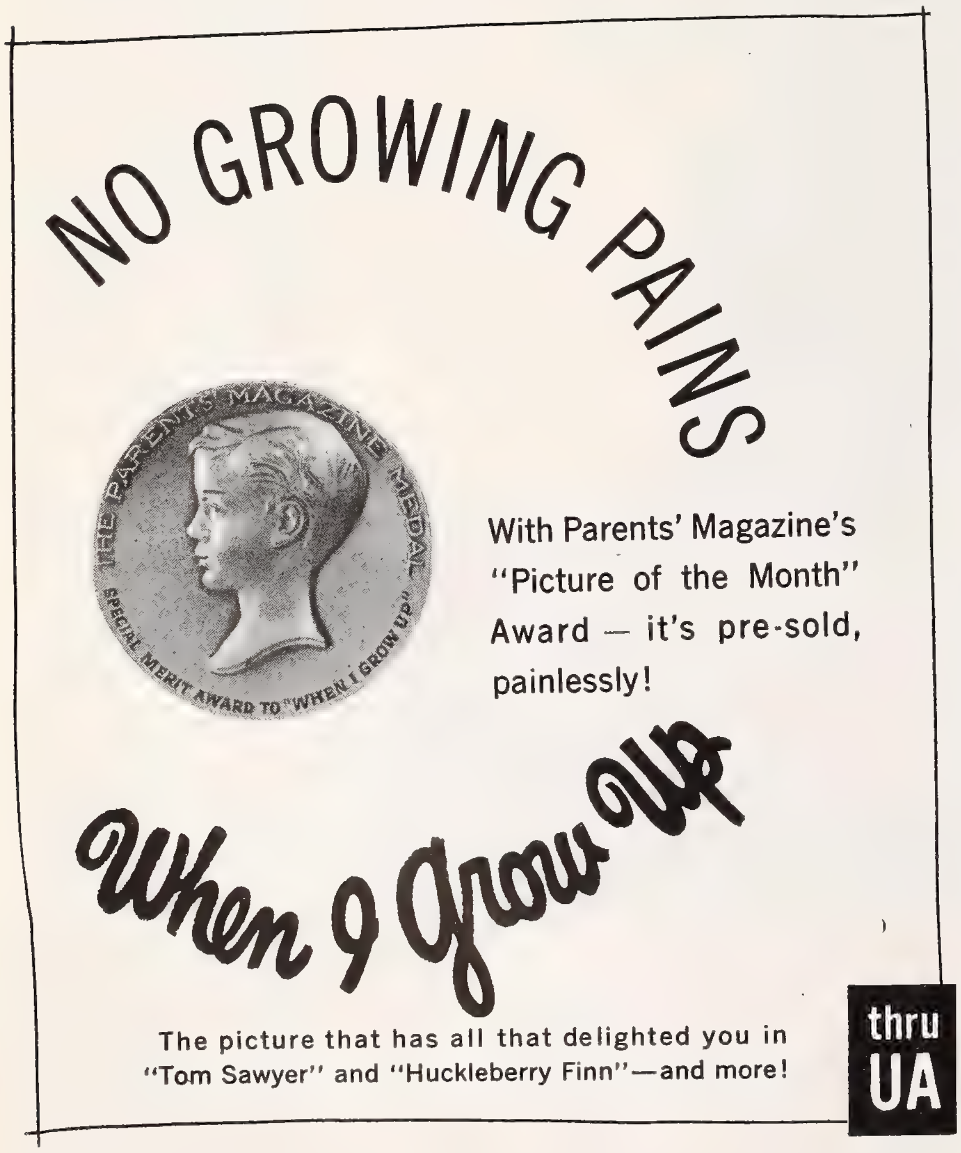
Another standout was "The Frogmen" at the Roxy, where $16,000 was taken in on the holiday, a figure reported to be 20 per cent above last year's Fourth.

Also doing excellent business was the former Strand, reopened as the Warner. "Strangers on a Train" drew more than $10,000 on Wednesday, the first full day of the picture, which is playing without benefit of a stage show.

Two other houses reporting exceptional holiday business are the Globe, where "Ace in the Hole" grossed $5,200 for the day, and the Criterion, which took in $4,500 with "The Prowler."

French Film Firm Loses Color Suit

The French Keller Dorian Film Co. lost a claim for about $28,000,000 damages against the Eastman Kodak Corp. for alleged suppression of the Keller Dorian color film process in America, according to press dispatches from Paris.


NO GROWING PAINS
THE PARENTS' MAGAZINE MEDAL
SPECIAL MERIT AWARD TO "WHEN I GROW UP"
With Parents' Magazine's "Picture of the Month" Award — it's pre-sold, painlessly!
When I Grow Up
The picture that has all that delighted you in "Tom Sawyer" and "Huckleberry Finn"—and more!
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10 hrs. 55 min. onestop
SAN FRANCISCO
11½ hrs. onestop
It's the finest service in United's entire history, and includes such famous flights as "*the Hollywood*" and "*the San Francisco.*"

UNITED AIR LINES

THEY'RE DANCING IN THE STREETS

for THE PRINCE who was a THIEF

MICHIGA
TECHNICOLOR "THE PRINCE WHO WAS A THIE
with TONY CURTIS and PIPER LAURIE

The customers danced at the World Premiere block party at Detroit's famed Michigan Theatre . . .

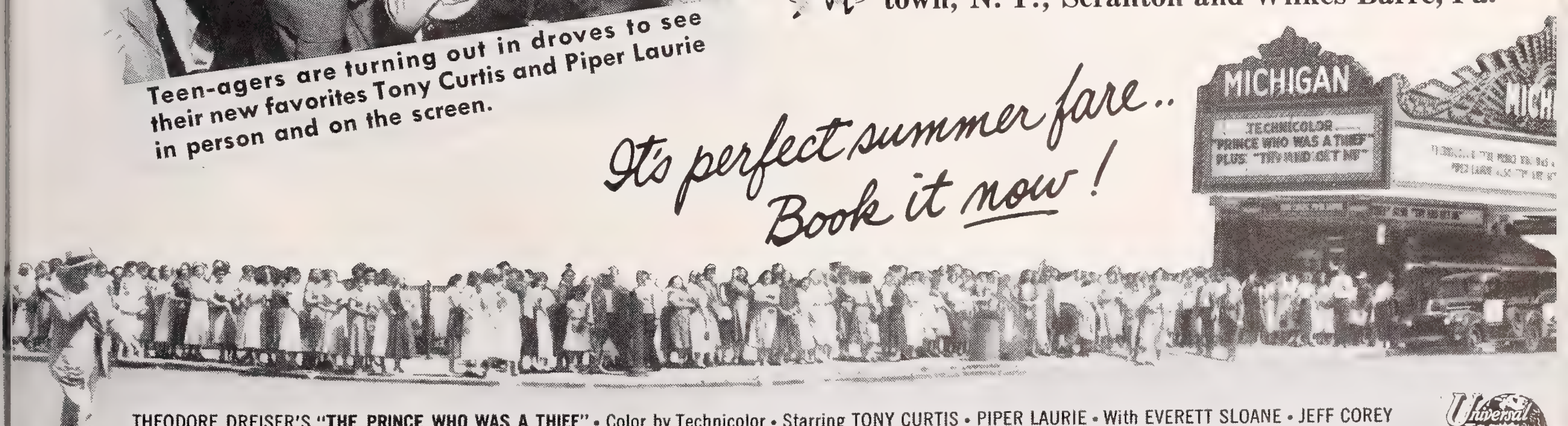
Now the boxoffice tills are picking up the tempo and Exhibitors all over the nation are beginning to dance with joy!

. . . Here's the tune they're dancing to:

Teen-agers are turning out in droves to see their new favorites Tony Curtis and Piper Laurie in person and on the screen.

- Best opening in a long, long time at Michigan Theatre, Detroit . . . and the second and third days were great, too.
- Biggest opening this year for a U-I picture at their regular five-theatre combination (United Artists, Ritz, Vogue, Studio City, Culver) in Los Angeles.
- BIG openings in small towns, too! . . . Top business in Bay City and Ann Arbor, Michigan; New London and Willimantic, Conn.; Watertown, N. Y.; Scranton and Wilkes-Barre, Pa.

It's perfect summer fare . . Book it now!



THEODORE DREISER'S "THE PRINCE WHO WAS A THIEF" • Color by Technicolor • Starring TONY CURTIS • PIPER LAURIE • With EVERETT SLOANE • JEFF COREY
PEGGIE CASTLE • Screenplay by GERALD DRAYSON ADAMS and AENEAS MacKENZIE • Based Upon the Story by Theodore Dreiser • Directed by RUDOLPH MATE
Produced by LEONARD GOLDSTEIN • A UNIVERSAL-INTERNATIONAL PICTURE

THE PUBLIC TALKS

and the inspiration behind the up-beat at box-offices is **M-G-M!**

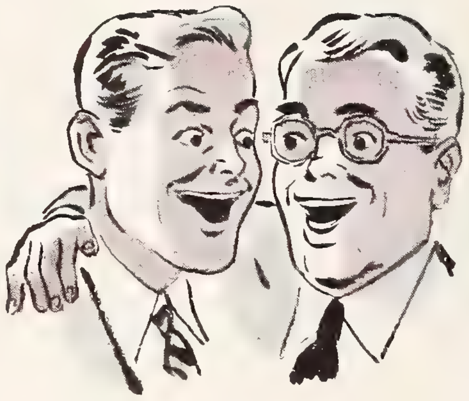
"I saw 'GREAT CARUSO'* three times!"

"Want laughs and action? See 'GO FOR BROKE!'"

"Will you join our party at 'SHOW BOAT'*?"

"There's a lovely new star in 'TERESA'."

"I hear 'LAW AND THE LADY' is excellent."



"Get a load of that 'STRICTLY DISHONORABLE'."

"Let's watch for 'RICH, YOUNG AND PRETTY'*"

"'PEOPLE AGAINST O'HARA' is coming soon."

THE TRADE TALKS

and "Best offerings, M-G-M" said Allied Theatre Owners of New Jersey at their meeting, reported in Film Daily, June 14th.

SHORT TIP: "Bargain Madness" Pete Smith howl is timely travesty that will convulse your folks. Book it fast!

Asterisk denotes Technicolor

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 5 NEW YORK, U. S. A., MONDAY, JULY 9, 1951 TEN CENTS

Salesmen Drop Unfair Charge Against Majors

NLRB Calls Off Meeting For Distributors' Reply

Charges of unfair labor practices filed against major distributors by the Colosseum of Motion Picture Salesmen have been withdrawn, it was learned here at the weekend.

The distributors' negotiating committee, headed by Bernard Goodman of Warner Brothers, was to have met with field examiner Howard Gamser of the National Labor Relations Board on Friday to reply to the charges, which had been filed at the Chicago NLRB office by David Beznor, Colosseum general counsel. On Friday morning Gamser received a wire from Beznor in Milwaukee withdrawing the charges and the meeting was called off.

The Colosseum filed the charges when wage negotiations between the salesmen's organization and the distributors ended in a deadlock. While

(*Continued on page* 10)

New Contract for Coast Publicists

Hollywood, July 8.—The Screen Publicists Guild and the Independent Motion Picture Producers Association have signed a new contract, running through 1952, setting a weekly rate of $225 for seniors employed on a temporary basis, which is general practice among IMPPA members, with a five-week minimum. The scale goes down to a $172.55 standard for continuous employment, if a producer employs a publicist for six or more films within a year.

(*Continued on page* 10)

WSB Withholding Recommendations

Washington, July 8.—Wage Stabilization Board officials said they did not expect to announce the recommendations of its panel on price-exempt industries until the full board has taken action.

The panel, which met in Cincinnati Thursday and Friday, was expected to recommend that workers in industries free from price control—such as the film industry—be free from wage

(*Continued on page* 10)

Para.'s Three-Day Gross Hits $70,000

With $70,000 grossed in the first three days, the Paramount Theatre is setting attendance records for the house with Dean Martin and Jerry Lewis on stage and "Dear Brat" as the film attraction. The house is showing six complete shows daily, with the doors opening at eight A. M. and closing at 1:30 A.M.

Friday's attendance topped 24,000, a one-day record. Opening day, July 4, drew 22,450 admissions, followed by an attendance of 23,950 on Thursday.

KATO Elects G.F. Crowe

Louisville, July 8.—Guthrie F. Crowe has been reelected president of the Kentucky Association of Theatre Owners.

Others reelected are Charles R. Mitchell, Barbourville, first vice-president; C. K. Arnold, Bardstown, second vice-president; C. R. Buechel, Louisville, treasurer; Neil G. Borden, assistant treasurer and secretary. The general counselor is Col. Henry J. Stites.

Charles Mitchell was elected chairman of the board, with other directors elected as follows: First district, Jack Keiler, Paducah; second district, W. E. Horsefield, Morgan-

(*Continued on page* 10)

Goldenson, O'Brien And Kintner Tour ABC's Stations

A survey of the American Broadcasting's physical properties has just been completed by Leonard Goldenson, president of United Paramount Theatres which plans to merge with ABC; Robert O'Brien, UPT secretary-treasurer and slated to become executive vice-president of the ABC division of the new company, and Robert Kintner, ABC president who is expected to head the new ABC division after the merger.

Kintner said on Friday that the purpose of the unheralded two-week trip was to give Goldenson and O'Brien an opportunity for the first-hand view of the ABC radio and television stations in Chicago, Detroit, San Francisco and Los Angeles.

Goldenson, who returned to New York on Thursday, was not in his office on Friday and O'Brien is not expected at his desk until today.

It is believed that the UPT officers

(*Continued on page* 8)

'Caruso' Is Reaping Northwest Records

Minneapolis, July 8.—The records which Metro-Goldwyn-Mayer's "The Great Caruso" is setting in New York's Music Hall Theatre are, proportionately, being repeated at its first Northwestern showings. The film became the first picture to earn a legitimate second week at the St. Paul Paramount since 1949, according to Minnesota Amusement Co., owners of

(*Continued on page* 10)

Field Tests of RCA Color Video Begin Here Today

New York field tests of RCA's color television are scheduled to begin this morning at the company's Exhibition Hall in Radio City with special showings held for the press.

The tests are being held under experimental licenses granted by the Federal Communications Commission, whose order granting commercial telecasting of the CBS color system was contested unsuccessfully in court by RCA.

The colorcasts will be held three times daily, at 10 A.M., two P.M. and four P.M., throughout the week. After the first day, the showings will be open to members of the radio and television industry for the rest of this

(*Continued on page* 8)

Rembusch Cites High Theatre TV Costs

Chicago, July 8.—Trueman T. Rembusch, national president of Allied, is advising independent exhibitors to adopt a wait-and-see attitude toward large-screen TV.

In a letter to Jack Kirsch, Allied of Illinois president, replying to a query about the theatre TV situation, Rembusch pointed out the high costs and limited returns of existing TV installations. He also reminded exhibitors that the question of exclusive

(*Continued on page* 8)

MPAA 'P.R.' Drive to Aid Top Product

Campaign Will Start With 20th's 'David'

Powerful support at both the key city and grass roots levels for outstanding motion pictures will be sought through an intensified public relations campaign designed to link community groups and exhibitors, it is announced by Arthur DeBra, director of exhibitor and community relations for the Motion Picture Association of America.

The first program will be launched in connection with 20th Century-Fox's "David and Bathsheba."

The direct approach to key people and to opinion-forming organizations in the country is expected not only to fan interest in the picture but serve more immediately to set the stage for Francis X. Bushman, the King Saul of "David" on his tour of major cities, DeBra said.

A 60-frame film strip in color which 20th-Fox prepared for Bushman's tour

(*Continued on page* 10)

12,000,000 Have Seen 'Goliath' Giant

Cleveland, July 8.—Walter ("Goliath") Talun will complete the first quarter of his tour to herald Darryl F. Zanuck's "David and Bathsheba" here tomorrow, having been seen by an estimated 12,000,000 spectators in 14 key cities, with 42,960 visitors clocked through the travelling exhibit for the film.

More than 200,000 giveaways have been distributed by the giant in New York, Pennsylvania and Ohio, with the heavy demand for the "David

(*Continued on page* 10)

Equipment Makers Get Raw Materials

Washington, July 8.—The National Production Authority's film division has allotted 1,862,000 pounds of copper, 8,909 tons of steel and 2,810,000 pounds of aluminum to motion picture equipment manufacturers and other photographic product firms for third quarter operations under the Controlled Materials Plan.

Individual third quarter allotments have been completed, it was reported.

(*Continued on page* 8)

Personal Mention

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will be in Minneapolis tomorrow from New York, the first stop on a cross-country tour.

•

M. N. Wolf of M-G-M's exhibitor relations department today will speak before the Rotary Club at Norwood, Mass. Tomorrow he is due to appear before the Rotary at Framingham, Mass.

•

Raymond J. Wylie, former branch manager in New Haven for United Artists, has entered the insurance field as a Monarch Life Insurance Co. representative.

•

Barbara Charnas, daughter of Toledo theatre owner Nat and Mrs. Charnas, was married recently in Cleveland to Alvin Arshman of that city.

•

Evelyn Wegener, assistant to M. L. Simons of M-G-M's exhibitor relations staff, was married to William Lindberg, Jr., at Holy Trinity Church, Rockville Centre, L. I., on Saturday.

•

Irving Maas, Motion Picture Export Association vice-president and general manager, has returned here from a world wide tour of branches.

•

Hiller Innes, executive assistant to Russell Holman, Paramount's Eastern production head, will leave here tomorrow for Washington.

•

Herb Crooker of M-G-M's publicity department will arrive in St. Louis today from New York on the first lap of a Midwest tour.

•

Pincus Sober of Loew's legal department will return to his New York office Tuesday or Wednesday from the Coast.

•

Fred H. Hotchkiss, Western European regional manager for Westrex Corp., is now touring European subsidiary company offices.

•

William Zimmerman, RKO Pictures home office sales executive, will leave here by plane today for Los Angeles.

•

Martin Quigley, Jr., and Mrs. Quigley announce the birth of a son, William John, born Friday evening.

•

John P. Byrne, M-G-M Eastern sales manager, is in Buffalo today from New York.

•

E. J. Mannix, M-G-M studio executive, has returned to the Coast from here.

•

Dorothy Blanchard of M-G-M's studio publicity department is expected here from Baltimore today.

•

Anatole Litvak, producer-director, has arrived here from the Coast.

Tradewise . . .

By SHERWIN KANE

THE Society of Independent Motion Picture Producers at its recent annual meeting in Hollywood adopted a resolution urging the Federal Communications Commission "to speedily license worthy systems of subscription television so as to afford the public a more abundant opportunity to enjoy the quality of feature length motion pictures . . ."

It is difficult to understand how any SIMPP member-producer could convince himself that putting his feature length pictures into pay-as-you-see television circulation will "afford the public a more abundant opportunity to enjoy them."

•

There is no reason to believe that the commercial theatre will continue to be interested in the exhibition of motion pictures which have been made available to television, whether or not a fee has been paid for them by the TV subscriber. There is every reason to believe that the commercial theatre will not be interested in such product.

Accordingly, the producer would become almost exclusively a producer of television films. He would not be expanding his market; he would merely be exchanging his established, traditional market for a new and untried one.

•

On the other hand, if SIMPP members believe that the potential subscriber television market is a larger, more remunerative one than the commercial theatre market there are few who share with them that belief, always excepting, of course, those who have a direct, financial interest in its exploitation. For instance, Zenith Radio of Chicago, which has the habit of taking a few local Phonevision subscriber dollars collected and projecting them into some fabulous millions of illusory revenue from a theoretically limitless number of national subscribers.

That method of calculation presupposes that all or most motion pictures possess a comparable earning power and that all one has to do to realize it is to install a collection device in the home and telecast the pictures.

•

As large screen theatre television has been demonstrating, the success of pay-as-you-see telecasts depends on two factors—the exclusivity of the program and its quality.

Whether they want it or not, producers who offer their feature films to subscriber television will be getting exclusive exhibitions in homes. Whether that will compensate them for forsaking the theatre market is doubtful. While it may reasonably be conceded that quality product may command large subscriber-television grosses, the same always has been true of the theatre market.

•

There is, of course, the possibility that SIMPP members were thinking only of making their old pictures available to subscriber television, after they had played off all possible theatre accounts. There still remain complications in that course, as a number of independent producers have learned and are in the process of learning now. Moreover, after sharing with unions, guilds, stars and owners of the subscriber marketing systems, the indicated rewards do not appear to be very enticing, particularly in view of the fact that once a picture has been made available to subscriber telecasting its reissue value has been dissipated forever.

The reissue values of some of the pictures of such SIMPP members as Samuel Goldwyn and Walt Disney are enormous. It is not easy to believe that they are prepared to exchange them for a shot at pay-as-you-see television.

• •

Walt Disney has made a distinguished addition to his True-Life Adventure series with the production of the Technicolor "Nature's Half Acre," to be released by RKO Pictures starting early next month.

The engrossing, beautifully produced 30-minute subject depicts the continuity of life in birds, plants and insects throughout the four seasons of the year, the dramatic interdependence of one life on another, and Nature's master plan of providing and caring for all. A diverting score and good commentary help earn it a place alongside its Academy Award winning predecessors in the series, "Seal Island" and "Beaver Valley," making it deserving of a place in any program (theatre, that is—it's far superior to TV standards).

Newsreel Parade

THE Iran oil crisis and the impending Korea peace talks are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 55—UN allies meet on Korea truce terms. Truman urges post-war might. England honors U. S. war dead. Some 5,000 troops sail for Germany. British cut down Iran oil output. Sports: Bullfighting.

NEWS OF THE DAY, No. 289—Tense scenes in Iran. President Truman's speech urging post-war strength. Tennis fashions startle British. News flashes from the world of sport: golf.

PARAMOUNT NEWS, No. 92—Crown golf and tennis champions. Iran: showdown near in oil crisis. Korean refugees await conflict's end. American message of independence: Philadelphia, Washington, Paris, London and New Orleans.

TELENEWS DIGEST, No. 27-B—Washington: 4th of July. Course tests tanks. New jet fighter. India: cadet graduation. Iran: cadets train. Italy: festival of the lilies. Jennifer Jones in Korea. Jack Benny and Errol Flynn in Tokyo. Life on Germany's Red border.

UNIVERSAL NEWS, No. 471—Crisis in Iran: nationalists seize British oil field. Korea tragedy: homeless wander. President Truman calls for vigilance for price of peace. Sports: cycle race, baseball, pushball.

WARNER PATHE NEWS, No. 94—America celebrates 175th anniversary of independence. Snead wins PGA golf crown. Fort Worth: Premiere of "Fort Worth." Baseball in Tokyo. News flashes of Iran oil crisis.

Schwalberg Sales Drive Is Now On

Spearheaded by the national release of Billy Wilder's "Ace in the Hole," Paramount's "A Salute to Al Schwalberg" two-month sales drive has started.

Branches throughout the country report saturation bookings for this and other pictures, as well as shorts. The Dallas branch has already set more than 2,000 short subjects bookings during July and August. As part of the drive, Duke Clark's South Central division is out to set a record for herald sales, and has already scored sales of over 1,000,000 on current releases, it was announced.

Five Paramount Branch Managers Meet

Managers of five branches of Paramount's South Central division met Friday in Dallas with division manager Duke Clark to map merchandising and distribution plans for the "Salute to Al Schwalberg" sales drive.

This get-together was a follow-up to the meeting recently held by national drive chairman E. K. (Ted) O'Shea and honorary chairman Jerry Pickman with Clark in connection with the Schwalberg Salute.

Trotta on His Own

Vincent Trotta, veteran commercial artist in the film business, has opened his own art service business for the motion picture trade and other commercial fields, at 18 East 48th Street, New York.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

In 1949 Academy-Award "SEAL ISLAND"...
In 1950 Academy-Award "BEAVER VALLEY"

and NOW!....

Walt Disney
presents
A TRUE LIFE ADVENTURE

"NATURE'S HALF ACRE"

Print by
TECHNICOLOR
Distributed by RKO Radio Pictures, Inc.

The newest in Walt Disney's outstanding True Life Adventure series—that have won unprecedented acclaim from press and public—and established themselves as potent boxoffice attractions! Contact your RKO Radio exchange *TODAY!*

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witnessed miracles of
Nature's beauty AND FURY!*

That strange and wonderful world in tabloid that lies beneath our foot, under leaf and log and rock . . . Peopled by millions of weird and fascinating creatures . . . Where dragons the size of ants wage war in a tea-cup size arena . . . and the blooming of a single flower comes with the glory and grandeur of a sunrise . . . Where life and love, death and destiny, dwell for a moment . . . and Creation's dawn each day is a never-ending pageant!

*Highlighted by the
"SYMPHONY OF SPRING"
a thrilling musical treat!*

**WORLD PREMIERE, AUGUST 1st, at the CRITERION, Broadway, New York
with WALT DISNEY'S "ALICE IN WONDERLAND"... Color by Technicolor**

Featurette

"Nature's Half Acre"

(Walt Disney—RKO Pictures)

The days and ways of mother nature are recounted in this fascinating Technicolor subject. Like its Academy Award-winning predecessors, "Beaver Valley" and "Seal Island," "Nature's Half Acre" is another in the Walt Disney True-Life Adventure series.

The half acre of the title is any plot of ground where the recurrent cycle of seasons leaves its passing mark. The subject details the miracle of birth and struggle for existence of birds, bees and various insects. It is very apparent from the subject that nature in the wild has a distressing appetite. The strong feed on the weak, and they in turn become victims for the stronger. And so nature's system of balance goes on. The extraordinary weapons of offense and defense are provocatively caught by the cameras, and made all the more vivid by Technicolor. The subject informs and entertains exceptionally well. Under the production supervision of Ben Sharpsteen and the direction of James Algar, it is an adroit blending of music, visualization and narrative. The film is predominantly live action, although there are some cartoon sequences. Running time, 33 minutes.

M. H.

Abelson, Nearly 40 Years in Theatres

MINNEAPOLIS, July 8.—The death of Art Abelson, veteran exhibitor at Devil's Lake, N. D., on June 30, was reported here at the weekend.

Abelson, nearly 40 years in Northwest exhibition and for the past 18 years associated with E. R. Ruben at Devil's Lake, died following a heart attack, the fourth he had suffered in the past two years. His age was 56.

Abelson is survived by the widow, Erma, two sons, Arthur 2nd, William D., all of Devil's Lake, a sister Rae, Minneapolis, and a brother Robert, on the Paramount sales staff at Los Angeles.

O'Neil, President of Coast Popcorn Firm

SAN FRANCISCO, July 8.—James O'Neil, popular associate of San Francisco theatre men, died suddenly at his home in Woodside Friday.

Co-owner and president of the Coast Popcorn Supply Co., chief barker of the San Francisco Variety Club in 1949, head canvas man in 1950, he is survived by the widow Sylvia, daughters, Barbara O'Neil, Mrs. Donald Heitman, and son James O'Neil, Jr.

Gen. Valdes Pens Script

MEXICO CITY, July 8.—The trade's own bank, Banco Nacional Cinematografico, S.A., is financing production of a picture, the script of which was written by Gen. Juan C. Valdes, president Miguel Aleman's uncle and commander of the Presidential Guards.

Mexican Film Deal

MEXICO CITY, July 8.—Jorge M. Dada, veteran distributor of independent U. S. and European pictures, has sold out to Gustavo Sameniegos, former Columbia assistant manager here, who last year joined Dada as sales manager. Dada is continuing as an associate.

Review

"The Hoodlum"

(Jack Schwartz Productions—United Artists)

"THE HOODLUM," as the title would indicate, is certainly not light, frothy entertainment, but for those who enjoy the sordid tale of a sordid gangster, there is much to be said for the production of Maurice Kosloff, direction of Max Nosseck and the Sam Neuman-Nat Tanchuck screenplay.

With a reputation for having portrayed with vigor and conviction some of gangland's most vicious members, Lawrence Tierney has a vehicle in this one that is perfectly suited to his talents in this brooding tale of a neurotic thug who brings grief, pain and death to his drab little world before he is killed in a city dump. It is not a pretty story. Moreover, director Nosseck has succeeded in creating a convincing atmosphere of impending doom.

Tierney's hoodlum is a snarly, morose personality. Completely selfish, he brings disorder to the lives of his family from the moment his mother, played with feeling by Lisa Golm, gets him paroled from prison. Tierney steals his brother's (Edward Tierney) sweetheart, Allene Roberts. Then, he causes her suicide when he refuses to marry her although she is pregnant. He plans a bank robbery, and it is the robbery scene that provides the picture which proceeds slowly for most of its 61 minutes with the major share of its action. The robbery is a success, but Tierney and his accomplices fight over the loot and the other gang members are killed when their car crashes. Tierney escapes the police only to be captured by his brother, who takes him, symbolically, to the city dump to kill him. Tierney tries to escape, but the police arrive in time to cut him down with a hail of bullets.

Others in the cast are Marjorie Riordan, Lisa Golm, Stuart Randall, Ann Zika, John De Simone, Tom Hubbard, Eddie Foster, O. Z. Whitehead, Richard Barron and Rudy Rama.

Running time, 61 minutes. Adult audience classification. June release.

Giant Pressbook For 20th's 'Giant'

An extra-large comprehensive exhibitor campaign book with special features will be published late this month by 20th Century-Fox for Darryl F. Zanuck's "David and Bathsheba."

The newspaper-size pressbook will contain three times as many cuts as usual, with new photographic features including door panels, story in pictures and a strip of highlights from the Technicolor film.

In addition, the campaign book will contain special feature stories on the biblical background of the film and the costly effort expended to bring it to the screen.

A special section in the pressbook will be devoted to selling the picture in small towns, including small-town ads and exploitation aids angled for grass-roots patronage.

Confer Here July 13 On Writers' Rights

HOLLYWOOD, July 8.—Screen Writers Guild president, Karl Tunberg, and two members of its television committee, John Larkin and Morgan Cox, will attend a meeting of the Authors League in New York, on July 13-14, at which they will recommend a new code of working rules and standards now being finally formulated by the guild to govern TV writers.

The proposed code will deal with minimum rates of pay, separation of rights and other matters.

Holguin to Manage For U-I in Mexico

Vincent Palmeri has resigned as general manager of Universal International in Mexico and is succeeded by Alfredo R. Holguin, it was disclosed by America Aboaf, foreign sales vice-president of the company.

Holguin joined Universal-International last year.

Nassours, Price and Merman in New Firm

HOLLYWOOD, July 8.—William and Edward Nassour, Will Price and L. B. Merman have formed NPM, Inc., a new independent producing company, which will make films exclusively in Technicolor.

Their first feature will be "The Black Grandee," in which Maureen O'Hara, wife of Price, and John Payne will co-star. Price will direct and the script will be based on a story by Johnston McCulley. With Merman, a former production manager, as producer, the company plans to make four pictures in the coming 12 months.

Price and Merman formed another independent company last June 1, with a present program of seven Technicolor features. The Nassours built their own studio here six years ago and operated it until recently when they sold it to the Los Angeles *Times* for use by the *Times* television station, KTTV.

Floods Rise, Fall In Kansas Area

KANSAS CITY, Mo., July 8.—Floods of the Kaw and Arkansas Rivers and tributaries in Kansas are subsiding, and along the Missouri River were near peak in the Eastern part of the state. It is estimated that 1,000,000 acres have been overflowed.

Damage in towns is mostly in residence areas though water reached business sections of a few. So far no reports appear of any missouts in print delivery or performances.

AA to Release Two Annually by Dunlap

HOLLYWOOD, July 8.—A new long-term deal between Scott R. Dunlap, who will make two films annually for Allied Artists release, and Steve Broidy, Allied Artists president, has been announced by the company.

The Dunlap unit will start functioning immediately at the studio.

Ontario Drive-in Business Better

Toronto, July 8.—Improved business is being reported by drive-in theatres in Ontario, generally, compared with last summer although considerable wet weather has been encountered in recent weeks. One reason for the improvement is attributed to the fact that relatively a large number of the open-air units have been acquired by circuit companies, particularly 20th Century Theatres, since last season.

Grainger Presiding At Southern Meet

James R. Grainger, Republic executive vice-president in charge of sales and distribution, is presiding today and tomorrow at the second in a series of four Republic regional sales meetings, being held at the Jung Hotel in New Orleans.

Southern district manager Walter L. Titus, Jr., and a group of seven branch managers are attending the sessions, which include a discussion of the company's 1951-52 program.

Branch Managers present are J. H. Dillon, Charlotte; E. H. Brauer, Atlanta; Harold E. Laird, Tampa; Nat Wyse, Memphis; John J. Houlihan, Dallas; David Hunt, Oklahoma City; Leo V. Seicshnaydre, New Orleans.

The third and fourth meetings will be held in San Francisco, July 12-13 and New York City, July 17-18.

$800,000 Lebedoff Suit Set for Fall

MINNEAPOLIS, July 8.—The $800,000 triple damage anti-trust suit of Martin Lebedoff charging collusion between six film companies and Minnesota Amusement Co. in an alleged product "freeze-out" for his neighborhood Homewood and Brynwood theatres, Minneapolis, has been set for the September term of Federal Court in Minneapolis.

Pre-trial hearings have been in progress before Federal Judge Nordbye. Lee Lovenger is attorney for Lebedorf; David Shearer, of Shearer, Byard, Trogner and Peters is representing the distributors, and Jos. W. Finley, St. Paul, is counsel for the theatre circuit.

Helen Morgan to Coast

Helen Morgan of Brenon and Morgan Associates, New York publicists, has gone to the Coast in the interests of "Pardon My French," new Peter Cusick production starring Merle Oberon and Paul Henreid, soon to be released by United Artists. In addition to the programs of Roosevelt Enterprises, Vivian Blane, Council of Motion Picture Organizations, and others, Brenon and Morgan Associates have signed with Phil Regan.

Goldsmith Joins Radiant

CHICAGO, July 8.—Donald R. Goldsmith has been appointed Midwest district manager for Radiant Manufacturing Corp., Chicago producers of projection screens.

PARAMOUNT

announces the

TRADE SHOWING WEDNESDAY, JULY 11th

of

George Stevens'

production of

A PLACE IN THE SUN

starring

MONTGOMERY CLIFT
ELIZABETH TAYLOR
SHELLEY WINTERS

with **KEEFE BRASSELLE** • Produced and Directed by **GEORGE STEVENS** • Screenplay by Michael Wilson and Harry Brown • Based on the novel, AN AMERICAN TRAGEDY, by **THEODORE DREISER** . . . and the PATRICK KEARNEY play adapted from the novel.

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton Street, N. W.	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street	1:30 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 South Church Street	1:30 P.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	2 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 412 South Harwood Street	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	3 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Theatre Building	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second Street	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2:30 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Floor)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue	1:30 P.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY SCREEN ROOM, 3rd & Battery	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.	2 P.M.

Five Films Started, Four Completed In Hollywood

Hollywood, July 8.—The production index only went up one point this week for a total of 39 pictures in work. Five new pictures were started while four were completed.

Started were: "Geisha Girl" (Breakston-Stahl Productions), Independent; "County Line," Metro-Goldwyn-Mayer; "Fort Osage," Monogram; "Red Skies of Montana," 20th Century-Fox; "The Crimson Pirate" (Norma Productions), Warner. Completed were: "California Conquest," Columbia; "Westward the Women," Metro-Goldwyn-Mayer; "Joe Palooka in Hitch-Hike Killer" and "Vengeance Trail," Monogram.

Westrex and Reeves In Sound Film Deal

Westrex Corp. and Reeves Soundcraft Corp, have completed negotiations under which Westrex will distribute on a worldwide basis the complete line of Reeves Soundcraft professional magnetic recording films. This includes not only the standard 35, 17½, and 16mm full width magnetic coated film used in original recording, but a new product, "Magna-Stripe," which is a narrow stripe of magnetic material coated on clear motion picture film base intended for use in editorial departments in the professional motion picture industry. These magnetic films will be made available to studios by more than 100 Westrex offices located in cities throughout the world.

Legion Reviews 11; Three in Class B

Eleven more films have been reviewed by the National Legion of Decency which classified three in Class B and the remainder in Class A.

Those in Class B include: "Murder Without Crime," Monogram; "No Questions Asked," M-G-M; "Sirocco," Columbia.

In Class A, section one, are "The Frogmen," 20th Century-Fox, "Savage Drums," Lippert; "Snake River Desperadoes," Columbia.

The following were put in section two, Class A: "Four in A Jeep," United Artists; "Jungle Headhunters," RKO; "Little Big Horn," Lippert; "Pool of London," Universal-International; "Showboat," M-G-M.

Hale with Martin-Lewis

Milton Hale, Paramount special field representative, has been granted a leave of absence to join the Dean Martin-Jerry Lewis troupe which is set for personal appearances at theatres in Detroit, Chicago and Minneapolis. Hale will serve as company manager. Currently the comedy stars of Hal Wallis' "That's My Boy" are on stage at the New York Paramount Theatre.

New Kodak Director

Rochester, N. Y., July 8.—Frederick C. Crawford, president of Thompson Products, Inc. and a well-known business leader, has been elected a director of Eastman Kodak Co.

Review

"Hurricane Island"

(Columbia)

ACCORDING to the preface to "Hurricane Island," it is based on history and legend. However, in fashioning the screenplay, David Mathews seems to have slighted both history and legend, and relied instead on his own fertile imagination. The result is a story that stretches credulity.

Balancing the film's implausible version of the discovery of Florida and Ponce de Leon's quest for the Fountain of Youth are the rich hues of Super-cinecolor, good production values and a generous portion of Jon Hall, in doublet and tights, defending a bevy of fair maidens and the honor of the Spanish crown against pirates and Indians.

The film opens promisingly enough, with Hall, Ponce de Leon and a detachment of cavaliers fighting off a band of Indians soon after landing in Florida. The Spaniards are defeated and de Leon is wounded in the encounter. They move to Cuba where they learn of Florida's Fountain of Youth. Hoping the waters will cure de Leon, they set off once again for Florida. Marie Windsor, a pirate queen, joins their party as a spy. After a tussle between Hall and the pirates in which the latter's ship is blown up, the picture's pace falters. After winning the friendship of an Indian queen, the Spaniards are led to the fountain, de Leon drinks of the waters from a golden chalice and is immediately cured. At this point the pirates attack, and the waters become polluted.

The secret of her youth destroyed, the fair Indian queen soon becomes an ancient crone and dies. Her death also ends a frenzied hurricane which she had called for by her magical powers. The loose ends are tied up quickly. Miss Windsor repents and Hall takes her as a bride. They settle in Florida.

Sam Katzman produced and Lew Landers directed.

Running time, 70 minutes. General audience classification. Release date, July 5.

Ebersons to Aid U. S. Film Project

The United States Air Force has engaged the architectural-engineering firm of John and Drew Eberson as technical consultants for the newly formed Air Pictorial Service. The firm will assist the Air Force in formulating operation plans for its motion picture and pictorial project, particularly in reference to facilities, equipment and procedure.

The program includes production of all documentary, training, public relations and combat films. The films are to be processed for television as well as for regular motion picture presentation.

The Eberson Company also has been employed by the Canadian government to design the proposed new facilities for the Canadian Film Board's production activities in Montreal.

Lezama To Replace Gomez in Mexico

The appointment of Luis Lezama as manager of Monogram Pictures of Mexico has been announced by Norton V. Ritchey, president of Monogram International. Arrangements were finalized during the visit of Bernard J. Gates, Monogram's Latin-American supervisor, and Lezama has already assumed operation in Mexico, taking over from Max Gomez, who resigned recently.

Lezama was formerly a manager for RKO Radio in that territory, and later handled Republic product as a franchise distributor.

Cite 'Four in a Jeep'

"Four in A Jeep," United Artist release, has been specially recommended for the David O. Selznick 1951 Golden Laurel and Silver Laurel Awards by the chiefs of the United States news bureaus in Berlin, it was announced here by Max E. Youngstein, UA vice-president. The film is a topical drama of the present "Big Four" occupation of Vienna.

Canada's Sovereign Studio Is Sold

Toronto, July 8. — Capitol Film Productions, a company formed by Edward L. Harris, former general manager of Gaumont-Kalee, and Johnny Wayne and Frank Shuster, has acquired the entire operation of Sovereign Studios in a deal interpreted as the first union of radio and motion pictures to serve Canadian television needs.

Harris is president of the company and his partners, considered one of Canada's leading writing-acting-production team, will be concerned with all phases of production, including trailers for theatres.

Moving Canadian Board to Montreal

Ottawa, July 8.—The Canadian government's Public Works Department has included in its estimates for this year an item of $300,000 for the acquisition of a site in Montreal for the new consolidated headquarters for the National Film Board. The board is to be moved from here to Montreal.

National Film Board estimates of $2,602,666 for its 1951-52 budget have been approved by the Canadian Parliament.

$23,100 Award to Top Mexican Film

Mexico City, July 8.—A cash prize of $23,100 for the year's top Mexican production will be awarded by the Mexican government, beginning in 1952.

This was announced by President Miguel Aleman who ordered the Ministry of Interior to make the award which will be selected by a board of government and trade representatives.

$250,000 Theatre Fire

Mexico City, July 8.—The Cine Alhambra at Ciudad Juarez, opposite El Paso, Texas, was destroyed by fire, with an estimated loss of $250,000.

MPAA Ad Unit to Meet Tomorrow On Film Jubilee

A meeting of the Motion Picture Association's advertising and publicity directors committee has been called for tomorrow by RKO's Barrett McCormick, chairman of the group.

Plans for participation in the Council of Motion Picture Organizations' fall film jubilee have been drawn up by sub-committees headed by Universal's Charles Simonelli and M-G-M's Howard Dietz. Their reports will be considered by the committee as a whole at tomorrow's meeting.

WB 'Streamlining' Minneapolis Staff

Minneapolis, July 8. — Following similar action taken in some of its other field exchanges, Warner is "streamlining" the local staff.

Carrying out home office instructions, Don Halloran has been dropped from the sales staff by branch manager Art Anderson. Halloran was the last man added to the Minneapolis staff.

Office manager Don Urquhardt has been called up by the navy and has been replaced by Bob Long, formerly traveling auditor for WB.

Bob Branton has been shifted back to North Dakota, replacing Halloran; Mike Adcock has been assigned to Southern Minnesota; and Ernie Hill returns to his former stamping grounds in Northern Minnesota. Charlie Jackson continues in Western Wisconsin and Eastern Minnesota, and Herb Blass is retained on city sales.

Raoul Pagel Joins Fairbanks Studio

Hollywood, July 8. — Raoul Pagel, motion picture industry pioneer, has joined the merged Official Films, Inc.-Jerry Fairbanks Productions organization as production manager of the Hollywood studios, according to an announcement by Sid Rogell, vice-president of the television film firm.

Pagel formerly was a studio manager for General Service and production manager for Producers' Releasing Corp. He also was production manager for Samuel Goldwyn for more than five years.

Five Twin City Theatres Join NCA

Minneapolis, July 8.—Five St. Paul theatres operated by the Twin City Theatre Corp. have joined North Central Allied Independent Theatre Owners Association, NCA president Ted Mann has announced.

The action follows that of Ed Ruben's Welworth circuit and Volk Brothers, in a return to NCA membership, since the election of Mann.

Milton Silver Joins Souvaine Selective

Milton Silver, formerly executive assistant to the director of advertising and publicity at Republic here, has joined Souvaine Selective Pictures, Inc.

Charles Amory, vice-president of Souvaine, said Silver will operate for the present in a special capacity in the advertising-publicity department of the company.

‘The hottest combination that ever hit the screen!’ — — — LOUELLA O. PARSONS

HOWARD HUGHES [illegible]

ROBERT MITCHUM
JANE RUSSELL

in

HIS KIND OF WOMAN!

with
VINCENT PRICE · TIM HOLT
CHARLES McGRAW

A JOHN FARROW PRODUCTION

PRODUCED BY ROBERT SPARKS
DIRECTED BY JOHN FARROW
WRITTEN BY FRANK FENTON
AND JACK LEONARD

RKO RADIO PICTURES

TRADE SHOWINGS

ALBANY	Fox Scr. Rm. 1052 B'way.	Fri.	7/13	2:30 P.M.
ATLANTA	RKO Scr. Rm. 195 Luckie St., N.W.	Fri.	7/13	2:30 P.M.
BOSTON	RKO Scr. Rm. 122-28 Arlington St.	Wed.	7/11	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Thurs.	7/12	2:30 P.M.
CHARLOTTE	Fox Scr. Rm. 308 S. Church St.	Thurs.	7/12	2:30 P.M.
CHICAGO	RKO Scr. Rm. 1300 S. Wabash Ave.	Wed.	7/11	10:30 A.M.
CINCINNATI	RKO Scr. Rm. 12 East 6th St.	Wed.	7/11	8:00 P.M.
CLEVELAND	Fox Scr. Rm. 2219 Payne Ave.	Fri.	7/13	2:30 P.M.
DALLAS	Fox Scr. Rm. 1803 Wood St.	Wed.	7/11	10:30 A.M.
DENVER	Paramount Scr. Rm. 2100 Stout St.	Thurs.	7/12	2:30 P.M.
DES MOINES	Fox Scr. Rm. 1300 High St.	Fri.	7/13	2:30 P.M.
DETROIT	Blumenthals Scr. Rm. 2310 Cass Ave.	Wed.	7/11	10:30 A.M.
INDIANAPOLIS	Universal Scr. Rm. 517 N. Illinois St.	Thurs.	7/12	2:30 P.M.
KANSAS CITY	Paramount Scr. Rm. 1800 Wyandotte St.	Wed.	7/11	10:30 A.M.
LOS ANGELES	RKO Scr. Rm. 1980 S. Vermont Ave.	Wed.	7/11	10:30 A.M.
MEMPHIS	Fox Scr. Rm. 151 Vance Ave.	Fri.	7/13	2:30 P.M.
MILWAUKEE	Warner Scr. Rm. 212 W. Wisconsin Ave.	Thurs.	7/12	2:30 P.M.
MINNEAPOLIS	Fox Scr. Rm. 1015 Currie Ave.	Fri.	7/13	2:30 P.M.
NEW HAVEN	Fox Scr. Rm. 40 Whiting Street	Thurs.	7/12	2:30 P.M.
NEW ORLEANS	Fox Scr. Rm. 200 S. Liberty St.	Fri.	7/13	2:30 P.M.
NEW YORK	Paris Theatre 4 West 58th St.	Wed.	7/11	10:30 A.M.
OKLAHOMA	Fox Scr. Rm. 10 North Lee St.	Thurs.	7/12	2:30 P.M.
OMAHA	Fox Scr. Rm. 1502 Davenport St.	Thurs.	7/12	2:30 P.M.
PHILADELPHIA	RKO Scr. Rm. 250 N. 13th St.	Wed.	7/11	10:30 A.M.
PITTSBURGH	RKO Scr. Rm. 1809-13 Blvd. of Ailies	Thurs.	7/12	2:30 P.M.
PORTLAND	Star Scr. Rm. 925 N.W. 19th Ave.	Thurs.	7/12	2:30 P.M.
ST. LOUIS	RKO Scr. Rm. 3143 Olive St.	Thurs.	7/12	2:30 P.M.
SALT LAKE CITY	Fox Scr. Rm. 216 East 1st St. South	Fri.	7/13	2:30 P.M.
SAN FRANCISCO	RKO Scr. Rm. 251 Hyde St.	Wed.	7/11	10:30 A.M.
SEATTLE	Jewel Box Scr. Rm. 2318 2nd Ave.	Fri.	7/13	2:30 P.M.
SIOUX FALLS	Hollywood Thea. 212 N. Philips Ave.	Fri.	7/13	10:00 A.M.
WASHINGTON	Film Center Scr. Rm. 932 N. Jersey Ave.	Wed.	7/11	10:30 A.M.

Rembusch

(*Continued from page* 1)

channels for theatre TV would be taken up by the Federal Communications Commission starting Sept. 17, and that a clearer picture of where theatre TV is heading would come out of the hearings.

Although guardedly optimistic about the future of theatre TV, he strongly emphasized the necessity for caution and careful study in purchasing the equipment. His letter was read to a general membership meeting of Illinois Allied on Friday by Kirsch.

B. & K. to Charge Regular Prices for Marciano Fight

CHICAGO, July 8.—Balaban and Katz will charge regular prices for the telecast of the Layne-Marciano fight, 74 cents, including tax, at the Southside Tivoli and 98 cents, including tax, at the Downtown State-Lake.

A second showing of the fight, on the Paramount film-storage equipment, will be presented at the State-Lake if permission is granted by the International Boxing Commission and if business warrants it.

District Theatres Will Not Carry Layne-Marciano Fight

WASHINGTON, July 8.—District Theatres will not carry theatre telecasting of the Layne-Marciano fight, Thursday, president Morton Gerber announced.

District's Lincoln Theatre did carry both the Louis-Savold and the Murphy-LaMotta telecasts.

Gerber said he felt the portable equipment which he has been using produced too small and poorly lighted an image for use in any but the very top events, and that it had been removed by RCA for use elsewhere. He said he still felt he would try to get it back "for another Louis-Savold fight" and that District still is considering installing regular equipment in some of its theatres.

K-B Amusement Orders General Precision TV

WASHINGTON, July 8.—The K-B Amusement Co. has ordered theatre television equipment to be installed in two new theatres which the circuit will open this fall.

The equipment, to be supplied by General Precision Equipment Corp., will go into the circuit's Ontario Theatre, opening in October, and the Langley Theatre, opening in November.

K-B is also trying to get two more large-screen TV installations for use in the Apex and one other of its existing theatres.

Bill Would Compel Run Designation

CHICAGO, July 8.—A bill passed by the Illinois House of Representatives and sent to the State Senate would require advertisements by motion picture exhibitors to show whether a film had been shown previously in a locality. The measure would require that ads designate in print "at least half as large as any other used in the advertisement" whether a film is a second, third or fourth run.

Rep. Hubert D. Considine said the bill would "enable the people to demand and receive a better class of entertainment."

Review

"Maniacs on Wheels"

(International Releasing Organization)

A BRITISH IMPORTATION, "Maniacs on Wheels," goes behind the scenes of motor-bike speed racing to follow the checkered career of a youngster who rises to be speed king. The story unfolds against the background of World War II in England and obliquely portrays the war's effect at the home front.

In documenting the intricacies of speed racing, the picture achieves a certain documentary freshness. In developing the narrative, however, it falls into a boy-meets-girl, boy-loses-girl pattern of little distinction. Dirk Bogarde has the lead as the youngster who rides to glory on a motor bike while his brother goes off to Spain to fight in its civil war. Bogarde meets and eventually marries Renee Asherson, who hates racing and all of its hazards. Thus in time Bogarde's insistence on remaining in the profession produces a marital rift. And when he tries to organize racing drivers into a union he is thrust into oblivion. There follows a stint in the army and return to civilian life for Bogarde. In the climax Bogarde finally realizes that his wife means more to him than racing and thus the story closes on the happy ending. Others in the cast are Bill Owen and Bonar Colleano, both speedsters, and Moira Lister, "the other woman." Ian Dalrymple produced and Jack Lee directed, from a screenplay by William Rose and Lee.

Running time, 72 minutes. General audience classification. Release date, July 11.

MANDEL HERBSTMAN

Further Delay for Canadian Video

TORONTO, July 8.—Any idea that private companies in Toronto might secure government licenses for telebroadcasting this year has been dampened by the announcement by Dr. J. J. McCann of the Canadian Cabinet that no applications for private licenses would be approved because of the shortage of steel and other construction or equipment materials.

Amplifies Statement

Amplifying this declaration, the minister referred to the recommendation of the Massey Royal Commission that no private TV studios be set up until the television programs of the government's Canadian Broadcasting Corp. had been established. Dr. McCann said the proposed CBC television station in Toronto would not be in operation until next year because of the delayed delivery of $1,000,000 worth of Marconi equipment.

Famous Players Canadian Corp. is one of four Toronto applicants for a TV license.

Disney's 'Acre' Bow To Be Held Aug. 1

Third of Walt Disney's True-Life Adventure series, "Nature's Half Acre," will be given its world premiere at the Criterion, New York, Aug. 1, with the opening of Disney's latest all-cartoon feature, "Alice in Wonderland."

Tour ABC Stations

(*Continued from page* 1)

will report back to their colleagues, including Robert Weitman, slated to become programming vice-president of the combined company, but that any major changes will remain in the planning stage until the merger is closer to consummation.

UPT and ABC stockholders are to meet on July 27 to vote on the merger, which must then be approved by the Federal Communications Commission. A formal petition of approval is being readied for the FCC and may be filed this week in Washington. Stockholder approval is expected before the expiration of the FCC's 30-day waiting period.

Sales Lull Closes Chicago TV Plants

CHICAGO, July 8.—With television set sales lagging, several TV manufacturers in the Chicago area are shutting down completely for two weeks in July.

The Motorola, Hallicrafters, Scott, and Sentinel factories will be idle for two weeks, with the Zenith plant closing for the last two weeks in July. M. F. Darling, business manager of the Electrical Workers Union, Radio and Sound Division, Local 1031, said that more than 50 per cent of the production workers he represents in this area have been placed on furlough.

Sales, which dropped sharply in April still are below normal, in spite of price-cutting of dealers to reduce heavy inventories.

NPA Approves Five; Rejects Five Others

WASHINGTON, July 8.—The National Production Authority during the period June 4 to June 16 approved five theatre construction projects and turned down five others, the agency announced over the week-end.

Turned down were five applications for new drive-ins. Approved were plans for two new drive-ins, one indoor theatre and alterations to two others.

Cooper Foundation Opens New 1st-Run

OKLAHOMA CITY, July 8.—A new first-run house has been opened here as the Harber Theatre on the site of the old Liberty Theatre. It is a Cooper Foundation theatre, as is the Criterion, here. The manager is Gordon D. Leonard, who came here recently from Colorado Springs.

The new house, which seats 1,200 persons was built and furnished at a cost of more than $250,000.

Get Materials

(*Continued from page* 1)

Most allotments were made at a 100 per cent rate for "defense" orders and at a rate upwards of 50 per cent of "normal use" for other production.

NEWS in Brief . . .

DETROIT, July 8.—The Studio Theatre, located at Livernois and Davison, will open on July 12 with a policy of first-run art and foreign films.

Formerly known as the Dox Theatre, The Studio will be under the management of Irving Teicher and Edward Shulman, who sponsor the Detroit Cinema Guild; also interested in this new venture are Albert Dezel, operator of the Coronet Theatre, and his manager, William Flemion.

•

"A Sound of Hunting," the Broadway stage production that launched film careers for Hollywood stars Burt Lancaster and Frank Lovejoy, has been bought by Stanley Kramer Company for filming for Columbia. The play was written by Harry Brown when he was stationed with the Army in England.

•

"Comin' 'Round the Mountain," latest Bud Abbott-Lou Costello comedy, will begin its Broadway engagement on Friday, July 20, at the Holiday Theatre.

•

Robert Kronenberg of Manhattan Films International, Los Angeles, has been appointed distributor for the Scalera film, "Angelo," in 11 states West of the Mississippi.

•

MEXICO CITY, July 8.—The 129 local theatres here are estimated to be losing $40,000 weekly because of the municipal government's ban on children as a precaution during a polio epidemic here.

•

CHICAGO, July 8.—Milton M. Schwartz has been named director of advertising and promotion of Ideal Pictures Corp., by A. L. Blinder, president.

•

HOLLYWOOD, July 8.—Average weekly earnings of craft workers in the studios declined from $104.66 in April to $103.72 in May. The average in May, 1950 was $101.09.

RCA Color Tests

(*Continued from page* 1)

week, with the public to be invited beginning next week.

Frank M. Folsom, RCA president, will greet the press today and Dr. E. W. Engstrom, research vice-president, and O. B. Hanson, chief engineer and vice-president, will discuss the technical aspects. As the RCA system is "compatible," sets tuned on Channel 4 will receive the colorcasts in black-and-white.

Appearing on the experimental shows will be Nanette Fabray, stage actress who will act as mistress-of-ceremonies; Yma Sumac, South American singer; Ray Malone, dancer; Bob Smith with "Howdy Doody," and George Burton and his birds. A group of Conover models will present a fashion show. Ben Grauer will be the announcer.

Haire Joins NTS

R. G. Haire has joined National Theatre Supply's sales organization. Haire was formerly a member of the sales staff of General Register.

There's SHOWMANSHIP *in* N.S.S. SPECIAL TRAILERS!

- THEATRE ANNIVERSARY
- COOL TRAILERS
- TEASERS
- HOLIDAY GREETINGS
- BEAUTY CONTESTS
- KIDDIES SHOWS
- Presentation Leaders
- Confections
- STAGE SHOWS
- BENEFIT SHOWS
- NATIONAL ANTHEM
- PREMIUM GIVEAWAYS

use them to *SELL* your

- ATTRACTIONS
- SPECIAL EVENTS
- SERVICES
- COMFORTS

and to get Good Will!

Your *own screen* is your best medium for ADVERTISING and EXPLOITATION! . . . and Special Trailers are the SHOWMAN'S *own* method of "talking" to patrons . . . and *Selling* Attractions . . . Special Events . . . Services . . . and Comforts! . . Tell 'em about your BIG HITS! . . . Tell 'em to come in and COOL OFF! . . . Tell 'em about the EXTRAS that your theatre offers them! . . . And *Tell* 'em with those beautifully-produced . . . delivered-in-a-hurry . . . NSS SPECIAL TRAILERS! . . . The Industry's prize Special-Exploitation . . . that Tells 'em from YOUR SCREEN!

Use More DISPLAYAWAYS

They're the new eye-catching, beautifully framed and footed DISPLAYS . . . that sell your attractions from store windows and counters . . . hotel lobbies and terminals . . . wherever there are people to be turned into PATRONS! Ask your NSS Salesman to show you the FIVE distinctly different styles!

Ask your NSS salesman or write to your nearest NSS exchange for illustrated brochures and further details!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Coming Events

July 9-10—Republic regional sales meeting, New Orleans.
July 11—Eastern Pennsylvania Allied mass exhibitor meeting, Broadwood Hotel, Philadelphia.
July 11—Cinema Stamp Collectors meeting, Hotel Astor, N. Y.
July 12—Allied Theatre Owners of Iowa and Nebraska annual meeting, Arnolds Park, Iowa.
July 12-13—Republic regional sales meeting, San Francisco.
July 16-19—Pacific Coast Conference of Independent Theatre Owners annual convention, Delmar Turf and Surf Club, Delmar, Cal.
July 17—Wisconsin Allied-sponsored all-industry meeting for exhibitors, Milwaukee.
July 17-18—Republic regional sales meeting, New York.
July 23-26—Council of Motion Picture Organizations - sponsored seminar for exhibitors and producers, Hollywood.
Aug. 8.—Cinema Stamp Collectors meeting, Hotel Astor, N. Y.

Moses in New Post

CLEVELAND, July 8.—Charles Moses, publicity representative for Stanley Kramer, has resigned to join Radio Free Europe, a privately endowed organization to broadcast special programs to Iron Curtain countries. He has been assigned to Munich, Germany, as a producer.

New Budget Policy On Paramount Lot

Hollywood, July 8.—As part of Paramount's newly-created overall policy to shorten shooting schedules and reduce budgets on all future productions, the studio has announced inauguration of a new system whereby a directorial consultant will aid and advise in the actual mechanics of filming.

Schwalb Will Make 'Aladdin' for Allied

Ben Schwalb has been assigned by Steve Broidy, president of Allied Artists-Monogram Pictures, to produce "Aladdin and His Lamp," based on the Arabian Nights tale, to be filmed in Cinecolor. Walter Wanger, prior to launching his new Allied Artists production program calling for a minimum of three pictures a year, has volunteered his technical advice on filming the fantasy. Wanger produced "Arabian Nights" for Universal-International which started that studio's cycle of color spectacles. Patricia Medina has been signed for the feminine lead in "Aladdin," opposite Johnny Sands who has been loaned by Wanger to the studio.

Lew Landers will direct, it was announced at the weekend.

Francis SEZ:
Thanks
TO THE
FILM BULLETIN
"Better than the first FRANCIS... more laughs, more comic situations, more values to satisfy the general public!"
—FILM BULLETIN
YOU'LL AGREE WHEN YOU SEE
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

MPAA 'P.R.' Drive to Aid

(*Continued from page 1*)

will later be distributed by the MPAA to visual aid departments of high schools, colleges and universities as well as to civic and religious organizations. The narrative text that goes with the film strip was supplied by H. Arthur Klein, M.A., of El Camino College, Cal.

Brochures

DeBra pointed out that under the program for "David and Bathsheba," 150,000 brochures featuring dramatic highlights of the picture will be mailed to civic, religious and educational leaders throughout the country as well as to exhibitors. Simultaneously, letters over DeBra's signature, citing the unique appeal of the picture for all members of the family and the community, will go out to all Motion Picture Councils in the country and to the 1,000 motion picture chairmen of national womens' organizations which participate in the MPAA's previewing service.

Letters sent out by DeBra over the past five weeks have given the community groups advance notice of the cooperative promotional plan for "David and Bathsheba," calling specific attention to the special exploitation material that will be available through theatres for institutional use and display.

'Goliath" Giant . . .

(*Continued from page 1*)

and Bathsheba" giveaways necessitating an extra rush printing of 1,000,000 copies.

Goliath's arrival in Cleveland will be a signal for a city-wide celebration for "Red Feather Day," with the local Community Chest taking over all arrangements for his activities here. The giant will highlight a parade before estimated crowds of 300,000 before visiting a dozen of the charitable agencies maintained by the Community Chest in the company of newspaper reporters and photographers.

In addition, Goliath will be spotted in five of the city's most public squares to give crowds a chance to view the travelling "David and Bathsheba" exhibit.

The giant will leave here on Tuesday to continue his tour of Ohio, hitting Columbus, Springfield, Dayton and Cincinnati, before moving on to Kentucky.

Drop Unfair Charge

(*Continued from page 1*)

reports have been current that a solution of the wage disagreement was near, this was denied by distribution people here. Goodman, head of the negotiating group, was unavailable for comment.

As matters stood when negotiations ended, the Colosseum was demanding a 10 per cent increase, which would amount to about nine dollars per week, and the distributors were offering a straight four dollars weekly wage boost.

The salesmen's union had contended that the film companies acted unfairly by refusing to substantiate, with actual records, their claim that business conditions would not permit a greater wage increase than the four dollars weekly offered.

KATO Elects

(*Continued from page 1*)

field; third district, D. Irving Long, Louisville; fourth district, C. K. Arnold; fifth district, Tom Hill, Covington; sixth, Ralph E. McClanahan, Irvine; seventh, Joe Isaacs, Cumberland, Ky.; eighth, Dick Martin, Ashland, Ky.; ninth, Charles Mitchell.

Named directors-at-large, were: Andy Anderson, Hartford; Fred J. Dolle, Louisville.

Hold-overs

Elected a year ago and holding over are Ned Greene, Mayfield; Leon Pickle, Henderson; C. R. Buechel, Louisville; W. D. Aspley, Glasgow; J. Van Snook, LaGrange; Gene Lues, Frankfort; L. O. Davis, Hazard; W. T. Cain, Louisa; Mrs. O. J. Minnix, London; Harold Sliter, Lexington; E. L. Ornstein, Brandenburg.

'Caruso' Reaps

(*Continued from page 1*)

the house. The first week's gross was not given, but the first three days hit $6,000, a normal full week's receipts at the house in recent months. "Caruso" also earned a second week, at the Radio City, Minneapolis, grossing around $30,000 for the run, also unusually high as recent grosses go.

The first three outstate engagements of the Mario Lanza film, at Brainerd, Thief River Falls and Fairmont, Minn., outgrossed any Metro picture at the same stands this year.

WSB Delay

(*Continued from page 1*)

control, providing the general stabilization program was not upset.

Board officials said they hoped the full board would get to work on the panel's recommendations "in a week or two, certainly by the end of the month." In the meantime, they added, the recommendations will not be made public.

Publicists' Contract

(*Continued from page 1*)

The pact contains a clause requiring free-lance agencies, sometimes contracted to handle publicity functions, to observe Guild minimums.

Charleston Tax Boosted

CHARLESTON, W. Va., July 8.—New tax ordinances adopted by the Charleston city council include a two per cent amusement tax which increases adult theatre ticket taxes another penny. The levy will raise an estimated $60,000 to $80,000 annually.

Mexico Aids Industry

MEXICO CITY, July 8.—The film trade received $1,213,496 in loans, credits and discounts from the government-backed Credito Cinematografico Mexicano, S.A., the institution's latest balance sheet discloses.

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MARK of the RENEGADE

COLOR BY *Technicolor*

Starring

RICARDO MONTALBAN · CYD CHARISSE

with **J. CARROL NAISH · GILBERT ROLAND · ANDREA KING · GEORGE TOBIAS**

Screenplay by LOUIS SOLOMON and ROBERT HARDY ANDREWS · Directed by HUGO FREGONESE · Produced by JACK GROSS · A Universal-International Picture

Universal International

U-I ... *Leading the PROFIT PARADE!*

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 6 NEW YORK, U.S.A., TUESDAY, JULY 10, 1951 TEN CENTS

Para. System Shares Boom In TV Sales

Increased Orders May Lead to Price Reduction

Although RCA has been the chief beneficiary of the current theatre television boom, with a backlog of orders rapidly piling up, Paramount is looking for wide scale use of its intermediate system and confidently predicts that its equipment will account for a large proportion of the total theatre installations.

With material allocations sufficient to produce 100 sets within the year and with the number of orders reportedly coming in, Paramount is expected to be able to get production on an assembly line basis and to meet the price cut inaugurated by RCA.

In addition, other manufacturers are advancing plans to cash in on the market. General Precision Laboratories, which has a 16mm. intermediate sys-

(*Continued on page 6*)

GPL Markets New TV Unit

A new theatre television system was announced here yesterday by General Precision Laboratory and orders are now being taken for fall delivery. National Theatre Supply will handle sales and Altec will service the equipment.

According to the announcement, the GPL Simplex has an improved optical

(*Continued on page 6*)

Loew's Orders More Theatre TV Systems

Joseph R. Vogel, vice-president in charge of Loew's Theatres operations, discloses that the circuit has placed open orders for a number of large-screen TV theatre installations.

"Until such time as the factories can make delivery on our open orders we are not specifying the locations where installations will be made," said Vogel. "We will have theatres ready for the TV apparatus when the outfits are available. We have been promised some shipments in October."

WSB Ruling on Wages for Industry Around July 20

WASHINGTON, July 9.—The special Wage Stabilization Board panel studying the question of wage control policy for the film industry and other industries exempt from price control is slated to submit its recommendations around July 20, WSB officials said.

They declared that no final agreement was reached at last week's meeting at Cincinnati, and that on the contrary "the panel is split three or four ways." It was understood that no further meetings will be held between now and the 20th, but that the panel members are planning to exchange views by mail and phone.

One official said there would certainly be minority reports and recommendations, if a majority got together on any one policy. He raised the possibility that there might not be any majority report, but just several different recommendations to the full board, with final decision left to the full board here.

Even after the full board makes a

(*Continued on page 6*)

Madrid Talks May Delay U.K. Pact

LONDON, July 9.—The meeting of the Anglo-American film remittance negotiators here next Friday will be a preliminary get-together only which may be suspended for a week or more while members of the U.S. party go to Spain for industry talks.

In the American party, the Board of Trade understands, will be John G. McCarthy, Joyce O'Hara and F. W. Allport of the Motion Picture Association of America, and James A. Mulvey and William B. Levy of the Society of Independent Motion Picture Producers.

The British negotiators will include Sir Hartley Shawcross, president of the Board of Trade; Rupert Somervell and Sidney Golt of the Treasury. Sir Hartley was scheduled to return to his office today following a recent illness.

O'Hara and Mulvey are expected to

(*Continued on page 6*)

Einfeld to Address RockyMt.Exhibitors

DENVER, July 9.—Exhibitors of the seven Rocky Mountain States meeting today and tomorrow will hear Charles Einfeld, vice-president of 20th Century-Fox, discuss in detail company plans for greater grass roots showmanship cooperation for the coming year, recently announced at the 20th Century-Fox national sales convention.

Einfeld will emphasize the national

(*Continued on page 6*)

Kallman, Goldsmith With Expanding UA

George Kallman and Keith Goldsmith, veteran foreign sales executives have been appointed special foreign representatives of United Artists by Al Lowe, general manager of UA's foreign department. The company has plans for a program of expansion in the world market.

Immediate assignments facing both men include a survey of the company's operations in the Far East, after which

(*Continued on page 6*)

Press Sees First New York Test of RCA's Color TV

Radio Corp. of America demonstrated its color television system to the press here yesterday as field tests got under way at the RCA Exhibition Hall in Radio City, but RCA president Frank M. Folsom emphasized that black-and-white television will dominate the industry for years to come.

The showing was for the press alone and was held in the executive lounge, with space at the 10 A.M. show at a premium. "Compatibility" was the key

(*Continued on page 6*)

MPAA TV Group Meets Here Today

WASHINGTON, July 9.—The television committee of the Motion Picture Association will meet tomorrow in New York with its newly appointed consultant engineer, Frank McIntosh.

McIntosh and the committee are expected to begin maping out strategy for MPAA's overall presentation at the FCC's theatre television hearings which are scheduled for Sept. 17.

Paramount, Music Hall Set Records

Para.'s Week and Hall's 9 Weeks Are New Highs

Though a warm weekend eased off business in most Broadway first-runs, the Paramount and the Radio City Music Hall provided good news with big grosses.

Dean Martin and Jerry Lewis, heading the stage bill at the Paramount, are responsible for an all-time house record gross with their first week estimated to total $152,000 by tonight. "Dear Brat" is the feature. The comics have signed for two weeks only and the house has stepped up its schedule to six stage shows daily in order to make the most of their stay. Doors open at 8:30 a.m.

"Caruso's" run at the Music Hall is still news for the ninth consecutive week, with the gross expected to be another hefty $135,000. By the time the week is over tomorrow the house's money record, $1,200,000 for "Bells of St. Mary's", will have been exceeded by more than $75,000. The picture

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, July 9.—The National Production Authority's three-man appeals board has turned down a theatre-building appeal from Florida State Theatres. It was the appeal board's first rejection. The circuit wanted to build a new theatre in Delray Beach, Fla. The NPA construction division turned it down in March. The company appealed to the new board, but lost there, also.

•

WASHINGTON, July 9.-The merger petition of United Paramount and American Broadcasting will be filed with the FCC tomorrow. The requests will be supplemented later with information on stockholders' actions.

Unusual Services in Cleveland Drive-Ins

Cleveland, July 9.—For the first time in Greater Cleveland and possibly for the first time in the entire country, religious services of all faiths will be held at 10 A. M. on July 29 in three drive-in theatres. The project, which has the support of the Cleveland Church Federation and is sponsored by the Cleveland Junior Chamber of Commerce, is designed to offer religious services to shut-ins and others who are physically unable to attend regular church services. Protestant services will be held at the Auto Drive-In; Catholic services at the Cloverleaf Drive-in and Jewish services at the Mile Drive-in.

Bunin 'Welcomes' RKO 'Alice' Suit

Lou Bunin Productions, producers of the English live-action and puppet film production of Lewis Carroll's "Alice in Wonderland," and Souvaine Selective Pictures, U. S. distributors of the picture, declared yesterday in a joint statement that they were "happy that at last" Walt Disney Productions and RKO had brought action, filed in Federal Court last Tuesday, after it had been announced the film would have its American premiere at the Mayfair and Trans-Lux 60th Street Theatres, New York, July 26. Disney's "Alice in Wonderland" is also slated to have its premiere here in August.

William C. MacMillen, Jr., chairman of the board, and Henry Souvaine, president of Souvaine Selective Pictures stated that "Disney representatives have been steadily threatening Bunin as well as his backers since Bunin began his initial plans for his 'Alice in Wonderland' production in 1945. "Certainly," said Souvaine, "the time has arrived for a properly constituted court of law to determine the legality or illegality of Disney's efforts over many years to destroy Bunin's property."

The Disney office here yesterday declined to comment on the Bunin-Souvaine action.

Goldwyn Depositions Off Until Aug. 7

San Francisco, July 9.—The three depositions scheduled to be taken here in Samuel Goldwyn's anti-trust suit against Fox West Coast and 11 other companies and individuals, has been postponed until Aug. 7. At that time it is expected Michael Naify, president of Golden State Theatres will testify in addition to Roy Cooper, film buyer of Golden State and R. A. McNeil, former president of Golden State. The depositions will be taken in the San Francisco office of Goldwyn's attorney, Joseph Alioto.

Personal Mention

Spyros Skouras, 20th Century-Fox president, returned to New York yesterday from a week's visit at the studio.

•

William Levine, home office assistant to John S. Allen, Southwestern M-G-M sales manager, left here yesterday for a tour of Southwest exchanges.

•

J. E. Elliott, Jr., owner and manager of the Cardinal Theatre, Hodgenville, Ky., was married recently to Freda Thompson, also of Hodgenville.

•

Hayes Goetz, M-G-M producer, accompanied by his wife, is due to leave the Coast by air next Sunday for New York en route to London.

•

Nat Levy, RKO Pictures Eastern division sales manager, has left here for Detroit.

•

Dave Turner, RKO Pictures exploiteer, has left here for Montreal and Toronto.

•

Edwin Knopf, M-G-M producer, will arrive here tomorrow aboard the S.S. *Mauretania* from England.

•

Jules Lapidus, Warner Brothers Eastern and Canadian division manager, is in Boston today from here.

Kay Harrison, head of Technicolor, Ltd., has returned here from England.

•

Harry Fellerman, sales head of the Universal-International special films division, will leave here today for Boston and New Haven, returning Friday.

•

Jonas Rosenfield, Jr., advertising manager for 20th Century-Fox, is in Dallas today conferring with Interstate Circuit officials.

•

Irving Sochin, assistant to C. J. Feldman, Universal Pictures domestic sales manager, has returned to his desk here following an appendectomy.

•

Edward C. Dowden, assistant advertising-publicity head of Loew's Theatres, has returned from a week's vacation.

•

Sadie Markowitz, M-G-M's head contract clerk in San Francisco, is in Mt. Zion Hospital where she underwent major surgery.

•

Foster M. Blake, Western sales manager for Universal Pictures, has returned here from Los Angeles.

•

A. C. Brown of Paramount's home office auditing staff is at the San Francisco branch office.

Connecticut MPTO Golf Tourney, Aug. 7

Hartford, July 9.—George H. Wilkinson Jr., president of the Motion Picture Theatre Owners of Connecticut, and Albert M. Pickus, regional vice-president of the Theatre Owners of America, have disclosed plans for the annual outing and golf tournament of the MPTO of Connecticut at Racebrook Country Club, Orange, Conn., on Tuesday, Aug. 7.

The all-day outing, with delegations expecetd from New York and Massachusetts, as well as Connecticut points, has as a general committee Sam Weber, treasurer; Herman M. Levy, secretary; Lou Brown, publicity, and James Bracken, Ted Jacocks, James Darby, Harry F. Shaw, Ben Simon, Barney Pitkin, and Henry Germaine.

Barney Rose Honored On His 35th Year

San Francisco, July 9.—Barney Rose, district manager for Universal-International Pictures in San Francisco, was honored in a City Hall ceremony which commemorated his thirty-five years with U-I and saluted the "Barney Rose Month" Drive, now under way. Rose was presented with a scroll by Acting Mayor John J. Sullivan which officially proclaimed the month of July in San Francisco as Barney Rose Month.

On hand for the celebration in the Mayor's office were members of the press in addition to Abe Swerdlow, San Francisco branch manager for U-I and Graham Kislingbury.

Ohio Fails to Place Ceiling on Taxation

Columbus, O., July 9.—The legislative record of the Independent Theatre Owners of Ohio was one of "no runs, no hits, no errors" in the Ohio General Assembly session recently concluded, said Martin Smith, Toledo, president of the ITOO, in a bulletin to Ohio exhibitors.

No Vote Taken

He noted failure of the organization to obtain passage in the House of Representatives of Senate Bill No. 258, which would limit to three per cent the admission tax which Ohio cities might impose. The Senate bill was bottled up in the House Rules committee in the closing days of the session. Smith said that he had obtained pledges of enough votes to pass the measure but was unable to get it reported.

Baker Reelected BFPA President

London, July 9.—Reginald P. Baker was reelected president of the British Film Producers Association at the annual meeting here.

Heralding the outcome of the recent Eady Plan negotiations, Baker asked: "Is there going to be a mad rush into production which might lead to a great part of the Eady Plan being devoted merely to reducing debts on films which are proving to be box-office failures, or are we going to concentrate our efforts to increase the number of really successful British first-feature films?"

O'Shea Will Preside At Final Meet in Para. Sales Drive

The last in a series of meetings with the company's field sales force in connection with the "Salute to Al Schwalberg" sales drive, will be held at the home office today by E. K. O'Shea, vice president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising and publicity.

Meeting with members of Hugh Owen's Eastern and Southern division, the two home office executives will discuss the merchandising of Paramount product for the balance of 1951. Particular emphasis will be placed on the progress made in the booking releases for July and August, the months covered by the Schwalberg salute.

Attending the meeting in addition to O'Shea and Pickman will be Al Kane, assistant division manager; Henry Randel, New York district manager, and branch managers Myron Sattler, New York; John Moore, Boston; Henry Germaine, New Haven; Edward Maloney, Albany; Jack Brown, Buffalo; Gordon Bradley, Atlanta; Edward Chumley, Jacksonville; William Holliday, New Orleans, and Albert Duren, Charlotte. Also present will be special field representatives Everett Olsen, Leonard Allen, Ed Wall, Arnold Van Leer and Robert Bixler.

Para. Sales Meeting Held in Cleveland

Cleveland, July 9.—A two-day Paramount division sales meeting was held here at the Carter Hotel. Present were E. K. O'Shea, Paramount Distributing Corp., vice-president; Howard Minsky, division manager; Jerry Pickman, director of advertising-publicity; Art Leazenby, territorial exploiteer, and branch managers Phil Isaacs, Washington; Mike Simon, Detroit; David Kimelman, Pittsburgh; Bill Meier, Cincinnati; Ulrik Smith, Philadelphia, and Harry Buxbaum, Cleveland.

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Dear BRAT
starring MONA FREEMAN · BILLY DE WOLFE · EDWARD ARNOLD · LYLE BETTGER
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Midnight Feature Nightly

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FAVORITE'S SMASH SUMMER HIT SHOW:

FIGHTING COURAGE AND GLORY...
MARK THESE SAGAS OF THE WINNING OF THE WEST!
THE COVERED WAGONS FOUGHT WESTWARD THROUGH FIRE, FLOOD AND BLOODY BATTLES TO JOIN A NATION COAST TO COAST!
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MARKSMEN, WHO TRUSTED IN GOD AND A GUN NAMED "WINCHESTER!"
BETRAYED BY RENEGADE WHITE MEN WHO TRADED WITH WHISKEY AND GUNS!
ROBERT CUMMINGS
MARSHA HUNT
DESERT GOLD
LARRY BUSTER CRABBE
DESPERADOES WHOSE ONLY LIFE INSURANCE WAS A POLICY OF SPEED ON THE DRAW!
HORSES AS WILD AS THE PRAIRIES THEY ROAMED!
A FAVORITE FILMS BLUE-RIBBON WINNER!
BESEIGED BY MURDEROUS MARAUDING SAVAGES!

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163 Walton Street, N.W., Atlanta, Ga.
BOSTON:
Federal Films Co.
54-58 Piedmont Street, Boston, Mass.
BUFFALO:
Favorite Pictures Exchange of N. Y.
630 Ninth Avenue, New York
CHARLOTTE:
Kay Film Exchange
300 West Third St., Charlotte, N. C.
CINCINNATI:
Screen Classics, Inc.
1632 Central Parkway, Cincinnati, Ohio
CHICAGO:
Albert Dezel Productions
831 So. Wabash Avenue, Chicago, Ill.
CLEVELAND:
Imperial Pictures
2108 Payne Avenue, Cleveland, Ohio
DALLAS:
Tower Pictures Co.
302 So. Harwood Street, Dallas, Texas
DES MOINES:
Hollywood Pictures Co.
1508 Davenport St., Omaha, Nebraska
DENVER:
Associated Film Exchange
260 East First South Street
Salt Lake City, Utah
DETROIT:
Albert Dezel Productions
2310 Cass Avenue, Detroit, Michigan
KANSAS CITY:
United Film Exchange
120-122 W. 18th St., Kansas City, Mo.
INDIANAPOLIS:
Realart Pictures
441 No. Illinois St., Indianapolis, Ind.
LOS ANGELES:
Favorite Films Exchange of California
1968 S. Vermont Ave., Los Angeles, Cal.
MEMPHIS:
Kay Film Exchange
311 So. Second St., Memphis, Tenn.
MILWAUKEE:
Albert Dezel Productions,
831 So. Wabash Avenue, Chicago, Ill.
MINNEAPOLIS:
North Star Pictures
434 Lewis Street, Shakopee, Minn.
NEW ORLEANS:
Kay Film Exchange
218 So. Liberty St., New Orleans, La.
NEW YORK CITY:
Favorite Pictures Exchange of N. Y.
630 Ninth Avenue, New York
OKLAHOMA CITY:
Tower Pictures Co.
302 So. Harwood Street, Dallas, Texas
OMAHA:
Hollywood Pictures Corp.
1508 Davenport St., Omaha, Nebraska
PHILADELPHIA:
Screen Guild Productions
1315 Vine Street, Philadelphia, Pa.
PITTSBURGH:
Screen Guild Productions
415 Van Braam Street, Pittsburgh, Pa.
PORTLAND:
Favorite Film Exchange, Inc.
2231 Second Ave., Seattle, Washington
SALT LAKE CITY:
Associated Film Exchange
260 East First South Street
Salt Lake City, Utah
ST. LOUIS:
Flo Mar Productions
3206 Olive Street, St. Louis, Mo.
SAN FRANCISCO:
Favorite Films of California
170 Golden Gate Ave., San Francisco
SEATTLE:
Favorite Films Exchange, Inc.
2231 Second Ave., Seattle, Washington
WASHINGTON:
Fred Sandy, Ind.
1013 New Jersey Avenue, N.W.
Washington, D. C.
CANADA:
Cardinal Films Ltd.
700 Bay St., Toronto, Ontario, Canada

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PHONE: LU. 2–1877
MOE KERMAN, Pres.

National Pre-Selling

"SHOW Boat Music Week" was launched on a nationwide basis over the past weekend, with M-G-M Records and M-G-M Pictures contacting a complete list of disc jockeys all over the country. Two special recordings have been prepared by the studio which will permit the individual jockey to interview Ava Gardner and Howard Keel, as though in person, on separate programs. "Guest Stars on Record" as a radio show has "You Are My Lucky Star" as a musical theme. Theatres are advised in a Metro release how to contact their local disc jockeys and obtain the full benefit of the tieup.

Dan Terrill, exploitation manager for Metro-Goldwyn-Mayer, also supplies a list of Westinghouse dealers and distributors throughout the country who will leap into action in cooperative tieups at the local level, for the release of "Rich, Young and Pretty," in which Jane Powell and Vic Damone sing "How D'You Like Your Eggs in the Morning?" as promotion for electric appliances.

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This week both the Sunday magazine sections of the New York *Daily News* and the *Mirror*, with a combined circulation of close to 7,500,000, devoted color spreads to the upcoming Cecil B DeMille production of "The Greatest Show on Earth," based on location shots made with Barnum and Bailey Circus in Philadelphia. The *News* carried a front cover of Dorothy Lamour in costume and center double-spread with circus scenes featuring Betty Hutton, Jimmy Stewart, Gloria Grahame and Cornell Wilde, while the *Mirror* had a similar center spread in full color to capture the attention of picture fans.

•

The largest film tieup ever made in the field of men's wear has been set by 20th Century-Fox with Eagle Clothes for "David and Bathesheba." The promotion will involve large scale newspaper and magazine ads, national radio and TV time and an abundance of local-level tieups keyed to playdates. The campaign will kick-off with a full-page color ad in the October Esquire, *on sale Sept. 9, to be followed immediately with full-page ads in more than* 300 *top-circulation newspapers. An estimated* 3,500 *retail outlets will use Gregory Peck stills and posters on the picture in local window displays. The* Daily News Record, *trade paper of the men's wear field, carried a full-page ad in advance regarding the tie-up.*

•

The July 31 issue of *Look* magazine, on the stands July 17, will contain a six-page preview of "Quo Vadis," more space than the magazine has ever before given to any motion picture. Two of the six pages will be in full color, the rest in black-and-white. The article will say "one of the first and most popular of religious novels has now become the most collossal movie ever made." In its July bulletin, the Protestant Motion Picture Council selects another Metro picture, "Excuse My Dust" as its picture of the month, and says, "this gay comedy does not pretend to do anything but entertain, and it will provide hearty laughs for the whole family."

Some of the most spectacular front-page picture layouts and news stories carried by the *New York Daily Mirror* in recent weeks came as a result of hundreds of news tips made by contenders in the Paramount-*Daily Mirror* News Tip Contest, held in conjunction with the run of "Ace in the Hole" at the Paramount Theatre. Many who called or submitted photographs are eligible for prizes being offered for the best news value, either as news tips or pictures made by amateur photographers.

•

Paramount has completed a national tieup for "A Place in the Sun" with Modern Photography, *one of the nation's popular magazines, and* Photo Dealer, *leading trade journal in the photo field, which will afford exhibitors playing the picture the cooperation of thousands of photo dealers all over the country. The tieup is based on the film's having received the special award for excellence from* Modern Photography *and will show dealers how to utilize the picture in promoting amateur photo equipment.*

•

For the first time, Walt Disney Productions has made provisions to advertise something other than a full-length feature in national magazines. Convinced of public interest in the forthcoming True-Life Adventure, "Nature's Half Acre" the company has taken a half-page in the Aug. 14 issue of *Look* magazine to promote the featurette, which is the third release of the series, including "Seal Island" and "Beaver Valley."

•

Two hundred film critics, columnists and drama editors in all parts of the country will shortly become acutely aware of Hal Wallis' "Peking Express" as a result of Paramount's unique exploitation stunt of air-expressing full-course Chinese dinners to newsmen in 80 cities. The meals will be flown to their destinations by American Airlines, flying an estimated 183,400 air miles, and will consist of Egg Foo Young, Sweet and Sour Pork, Pork Chow Mein and fried rice.

—WALTER BROOKS

Review

"On Moonlight Bay"

(Warner Brothers)

A TECHNICOLOR FANCY, full of turn-of-the-century song and sentiment, is given an attractive polish in "On Moonlight Bay." The romantic comedy is styled in the time-honored tradition and aims at offering entertainment a la carte to all members of the family. Since it is neither taxing in plot nor pretentious in presentation it should meet with the full satisfaction of the average filmgoer.

Doris Day and Gordon MacRae play the romantic lead, she as a hoydenish youngster and he as a socially-conscious college student. After the pair meet, it becomes a sure thing that each is going to have an uplifting effect on the other. When it gets around to marriage, a complication is reached by Miss Day's father, Leon Ames, who objects to the prospective groom because of his radical chatter.

Popping in and out of scenes with juvenile fervor is Billy Gray, Miss Day's 12-year-old brother, who gets entangled in every form of mischief. Some of the best sequences in the film revolve around the boy's dilemmas. Also in the cast are Rosemary De Camp, as Miss Day's mother, and Jack Smith, a stuffy boy friend with a facile way with a song. Miss Day and MacRae sing a number of tunes. Among those heard are "Moonlight Bay," "Beautiful Dreamer," "O, Promise Me," and others.

As time passes war breaks out and MacRae abandons his college cap and gown for khaki, 1917 vintage. A few more incidents develop and finally poppa gives his consent to the marriage, bringing a happy ending.

William Jacobs produced and Roy Del Ruth directed. The screenplay, by Jack Rose and Melville Shavelson, was adapted from Penrod stories by Booth Tarkington.

Running time, 95 minutes. General audience classification. Release date, July 28.

MANDEL HERBSTMAN

Essaness Sheridan May Be Synagogue

CHICAGO, July 9.—Negotiations for the sale of the Essaness Sheridan Theatre to the Anshe Emet Congregation for use as a synagogue are under way, Ralph Smitha, Essaness general manager, said here today, and attorneys representing the interested parties are trying to work out the deal.

According to local real estate brokers, the Balaban and Katz Granada also is available and a local rumor has it being taken over by Loyola University to be used as an auditorium.

Essaness Appeals Woods Decision

CHICAGO, July 9.—Essaness Theatres Corp. filed a petition here today for a rehearing of the Woods Theatre case. A decision reversed a lower court and awarded to the partners of the Woods the option to purchase the theatre building at the price for which Essaness bought it or to rent the theatre from Essaness for three years at the old rental, $60,000 a year.

Discuss Allied Plans For N. Y. Convention

WASHINGTON, July 9.—Plans for Allied States Association's convention in New York in October were discussed here today by President Trueman T. Rembusch, general counsel, Abram F. Myers and convention chairman Wilbur Snaper.

Rembusch said advance reservations are already beginning to come in, and all indications are that it will be a stand-out meeting.

Wanger in Broidy Office

HOLLYWOOD, July 9.—Walter Wanger, recently signed by Allied Artists president Steve Broidy, has moved into his offices at Allied Artists studio. Wanger has been operating out of offices at the Hal Roach lot in Culver City.

Gilhool - Huish Sell Two More Theatres

Salt Lake City, July 9.—Gilhool-Huish Theatre Enterprises, once one of the biggest circuits in Utah, sold the Lyric and Huish theatres at Richfield to Van Anderson, who also operates the Pamela Theatre, Salina.

The sales, seventh and eighth for the Gilhool-Huish circuit in recent months, leave it with only four theatres at present.

Republic Must Show 2 Films in Suit

COLUMBUS, O., July 9.—Republic Pictures was ordered by Common Pleas Judge Cecil J. Randall to show to the court two features, "The French Key" and "Winter Wonderland" in a $1,800,000 breach of contract and damages suit here. The suit was brought by the John K. Teaford Co. here, which had loaned producer Walter Combes $315,000 to produce the films. Later, the Teaford Co. acquired the contract which Combes had made with Republic to distribute the pictures.

On March 24, 1949 the company sued Republic, charging that it had not lived up to contract provisions. The Ohio company asked $1,000,000 for breach of contract and $800,000 damages. The suit accuses Republic of having the features shown as support for other films in double-feature billings so their income would be reduced. Date for examination of the films has not been set. Judge Randall also ordered Republic to submit records in the case.

'IA' Coast Meet to Set Wage Demands

HOLLYWOOD, July 9.—IATSE officials of craft and technical unions are due to meet here tomorrow to formulate new demands for wage increases and working conditions.

The new demands will be made under the wage reopening clause of the contract between the studios and the IATSE, which represents about 15,000 workers here. The deadline date for renegotiations is July 27.

Film studio labor began a campaign for more pay last winter, following which the studios offered a 10 cents an hour wage hike, together with a flexible cost-of-living allowance based on the Bureau of Labor Statistics Index. This offer, however, was withdrawn when a number of unions turned it down.

Bachman Takes Over Monogram Exchange

CHARLOTTE, July 9.—John Bachman, former manager for United Artists in Atlanta, has arrived here to succeed Hal H. Jordan as local Monogram manager. Jordan resigned to take over active management of his theatre in Dunn. Bachman formerly was manager of the Warner exchange here and left a few years ago for the UA management post in Atlanta.

Warner Sets Nine Releases for U.K.

Warner has set nine productions for release in Great Britain from Aug. 1 through December 31. The pictures are: "Operation Pacific," starring Gary Cooper and Patricia Neal; "Fine and Dandy" (released in the United States as "The West Point Story"), starring James Cagney and Virginia Mayo; Alfred Hitchcock's "Strangers on a Train," starring Farley Granger, Ruth Roman and Robert Walker; "I Was a Communist for the FBI," starring Frank Lovejoy; "Goodbye, My Fancy," Joan Crawford, Robert Young and Frank Lovejoy; "Dallas," in Technicolor, Gary Cooper, Ruth Roman and Steve Cochran; "The Great Jewel Robber," David Brian; "Lightning Strikes Twice," Richard Todd and Ruth Roman, and "Lullaby of Broadway," in Technicolor, starring Doris Day, Gene Nelson and S. Z. Sakall.

Chicago Ticket Tax Collections Still Off

CHICAGO, July 9.—The downward spiral of theatre receipts, as reflected by City of Chicago amusement tax collections, is continuing here. City theatre tax collections during June, on May receipts, were $83,491, a considerable drop from the $105,828 for the same month a year ago, and also down from the $90,602 paid in by theatres in May for April receipts. Much of the drop in total receipts can be attributed to the fact that approximately 50 theatres have closed here in the past year.

London Tabloid Apologizes to 20th-Fox For Published Slurs About 'Frogmen'

London, July 9.—The tabloid London *Daily Graphic* has made a humble apology to 20th Century-Fox for unwarranted published aspersions cast on "The Frogmen."

The paper printed a sensational story characterizing the film as "an insult" and alleging categorically that no American "frogmen" took part in operations during the whole of the war. The Graphic, moreover, reported a "wave of resentment" in London against the film and that "protests" had been made at its trade showing here.

Lawyers for 20th-Fox quickly told the newspaper that all those statements were untrue. As promptly, the tabloid printed a complete retraction and apology. No further action is planned by 20th-Fox, it was stated.

The picture is scheduled to open here soon at the Leicester Square Theatre and will go into general release shortly thereafter.

Coast Showmen Aid Israel Bond Drive

SAN FRANCISCO, July 9.—Local showmen who are participating in the Israel bond show at the Geary scheduled for July 12 are Abraham Berry of General Theatrical, Jack Blumenfeld and Joe Blumenfeld, Blumenfeld Theatres; Irving Levin, San Francisco Theatres; Hulda McGinn, California Theatres Association; Michael Naify, Golden State Theatres; Paul Spier, Amusement Guide and Jerry Zigmond of United Paramount.

Williams on His Own

SAN FRANCISCO, July 9.—Bucky Williams, former manager of Robert Lippert's Newsvue in San Francisco, is now a partner of the 285-seat Peerlax, formerly the New Peerless, owned by Goldberg Theatres, in Oakland.

Faughnan, Downey, Seymour Partners

ALBANY, N. Y., July 9.—James P. Faughnan, Warner Theatres upstate contact manager for 15 years, is joining forces with Francis Downey and Cy Seymour, artists in the recently-discontinued Warner sign shop, for a sign business of their own. It is understood the local Warner houses will be among their clients. Faughnan closes Friday as contact manager, that being the date the accounting and bookkeeping departments are scheduled to transfer to New Haven.

Woodrow Campbell, Faughnan's assistant, will become office manager and head booker of the RKO exchange next Monday. He was with Warner in Albany for 18 years.

About 20 employes in the Albany and Buffalo districts are affected.

NEWS in Brief . . .

HOLLYWOOD, July 9.—Richard Quine, who for the past several years has been active at Columbia as producer, director and actor, has been signed to a seven-year directing contract by the studio. The new agreement will go into effect after Quine completes direction of "Sound Off," starring Mickey Rooney for producer Jonie Taps, in August.

●

CHICAGO, July 9.—The annual sales conference of Radiant Manufacturing Co., Chicago projection screen producer, will be held Aug. 1-3 to pinpoint the complete fall and winter sales and advertising program of the company. The meeting will be held at Nippersink Country Club, Genoa City, Wis.

●

CLEVELAND, July 9.—The Variety Club has turned over the keys of its clubhouse here to its new owners, American Legion Post No. 2. Downtown hotel quarters will be established in the fall. Only summer club activity planned is the annual August golf tournament, to be held August 6 at the Lake Forest Country Club.

●

LONDON, July 9.—Margaret Marshall, motion picture publicist here for leading British producers, died recently at the age of 47. She is survived by her husband, William Batchelor, publicity manager for Sir Alexander Korda's London Films, and three young children.

FOREIGN SALES DEPARTMENT: 723 Seventh Ave., New York, N. Y. CABLE ADDRESS: GILDFILMS—LIPPFILMS

Para. TV

(*Continued from page* 1)

tem at present, is ready to unveil a new instantaneous projector next month. Exhibitors who use rear projection, notably Trans Lux, are looking for theatre TV equipment suitable for the behind-the-screen system.

Skiatron Electronics is trademarking its "Theatre-Vision," a new system which is scheduled to make its bow in mid-September. According to Arthur Levey, Skiatron president, Theatre-Vision will be leased to theatre operators at a cost low enough to make it practical for small houses. He said the system does not use a cathode tube and consequently does not need the installation of high-voltage wires.

Paramount, which at present has its equipment installed in five theatres, has announced orders for three more sets. Paul Raibourn, vice-president in charge of Paramount's TV activities, recently expressed the opinion that from 75 to 100 theatres will be equipped with large screen TV by the end of the year, adding that the Paramount system would account for from 15 to 20 of the installations.

One circuit is reported to be dickering with Paramount for installations in 32 theatres, which would be the largest single order placed anywhere.

At present Paramount is contemplating turning the sales and distribution of its theatre TV equipment over to an established firm in the field. Asked concerning reports that Century Projector is the likely candidate in the event of such a deal, Raibourn said yesterday that Century was "very much interested." However, Raibourn said no agreement has yet been reached.

New TV Unit

(*Continued from page* 1)

system which gives balanced light over the entire screen and is said to be designed for flexibility and ease of operation. It is the instantaneous type with a projection tube in a suspension mounting and with an improved wiring system that brings all high voltage cables into a single box.

Though no figure was given in the announcement, a company spokesman said that the unit will be "competitively priced."

At present GPL is making a film relay type of theatre TV unit and it is said that production of that model will continue. It is in use at Shea's Fulton in Pittsburgh.

A trade showing of the new unit is planned for late August, probably in a New York theatre.

Rocky Mt. Meet

(*Continued from page* 1)

campaign on Darryl F. Zanuck's "David and Bathsheba" in relation to local exploitation penetraton by the tours of "Goliath," Francis X. Bushman and the recently discovered modern "Bathsheba."

His talk will be heard by representatives of Fox Inter-Mountain Theatres in addition to independent exhibitors embarked on a long-range showmanship program to foster increased theatre attendance. States represented are Colorado, Utah, Wyoming, Idaho, Nebraska, New Mexico, and Montana.

Einfeld will return to his desk in New York on Monday.

N. Y. First Run Grosses

(*Continued from page* 1)

will hold for a 10th week, which leaves it second in length of run to "Random Harvest," which ran 11 weeks.

Elsewhere, the grosses were down a bit from the Fourth of July spurt, but were holding up fairly well for mid-summer. The newly-christened Warner looks for about $40,000 for its first week with "Strangers on a Train," excellent for a straight film policy. "The Frogmen" is holding up to a fair $65,000 for a second week at the Roxy; following $98,000 for the opening stanza. An ice show is on stage there.

"Excuse My Dust" is only fair at the Capitol, where $30,000 is due for the second week, with Margaret Whiting heading the stage bill. "Strictly Dishonorable" will open there tomorrow. "The Prince Who Was a Thief" is expected to gross $16,000 for its first week at the State.

At the Globe, "Ace in the Hole" is continuing to do fine business, with about $20,000 expected for the second week. "The Prowler" at the Criterion is down a bit, but still substantial with $17,000 estimated for its second week.

"The Mask of the Avenger" is modest at the Victoria, with $10,000 expected for a second week, while "Hard, Fast and Beautiful" is not much better, with $11,000 estimated for its second week. "Teresa" is winding up a 14-week stand at the Trans Lux 52nd Street with about $3,200 due for the final six days. "Circle of Danger" will bow in there tomorrow.

"Tales of Hoffman" is consistent at the Bijou, with a good $11,500 due for its 14th week on a two-a-day run. "Kon-Tiki" is still doing excellent business at the Sutton, with $8,000 due for its 14th week.

Also very satisfactory are "Tony Draws a Horse," which grossed $6,000 for its eighth week at the Park Avenue and "Four in a Jeep," which did about the same for its fourth week at the Paris.

RCA Color TV

(*Continued from page* 1)

word and RCA had its three-color receivers flanked by two black-and-white sets which received the same telecast over NBC's Channel 4.

The color sets, equipped with RCA's tri-color cathode tube, were 16-inch and 21-inch, but the actual picture sizes were 9½-x-12 inches and 12½-x-16½ inches, respectively. This, it was explained by Dr. E. W. Engstrom, RCA research vice-president, is caused by the necessary placement of the color screen behind the face of the tube.

Details of the actual broadcast were explained by O. B. Hanson, NBC chief engineer, who said that the present tests were handled by the NBC staff in cooperation with RCA Victor engineers.

An unscheduled part of the broadcast was a remote pickup from Palisades Amusement Park of Buster Crabbe and a group of swimmers, said to be the first time this had been done with RCA color equipment.

The studio program included Nanette Fabray, who acted as mistress-of-ceremonies and sang with Rene Paul, Yma Sumac, South American songstress, Ray Malone, dancer.

Martin-Lewis Get $76,000 for Week

If the Paramount reaches its estimated first week gross of $152,000 by closing time tonight, the Dean Martin-Jerry Lewis comedy team will collect a cool $76,000 for its six-a-day turn. They signed for the two-week personal appearance on a $50,000 weekly guarantee, plus half of everything taken in over $100,000.

Mulvey Leaves for UK Talks Tomorrow

James A. Mulvey, president of Samuel Goldwyn Productions, will leave here tomorrow by plane for London where he will represent the Society of Independent Motion Picture Producers in the negotiations with Sir Hartley Shawcross, president of the British Board of Trade, for a new Anglo-American film pact.

Joyce O'Hara, Motion Picture Association of America vice-president, also plans to fly to London this week for the talks, scheduled to begin on Friday. John G. McCarthy, MPAA foreign vice-president, is en route by ship.

U. K. Pact Talks

(*Continued from page* 1)

arrive here by plane on Thursday or Friday from New York. Levy is already here and McCarthy is scheduled to arrive Friday on the *S.S. Queen Elizabeth*. Allport has recently returned from a tour of American film offices in Dublin. He and McCarthy may be required to leave for Madrid at the weekend to conclude negotiations there on a new American film agreement with Spain. In that event, it is felt the talks here would be suspended pending their return.

Concern is expressed in some American quarters here over the statement to Commons recently of Chancellor of the Exchequer Hugh Gaitskell that the government fears a serious problem may arise during the last half of this year with respect to Britain's overseas balance of payments.

There is some apprehension that this may react unfavorably to the American delegation's proposed request for complete convertibility of American film earnings here.

Canada Bankruptcies Up, But Not in Films

OTTAWA, July 9.—There was not a single bankruptcy in the theatrical field, including motion pictures and theatres throughout the nation during the first quarter of 1951, though failures in Canada generally during this period rose five per cent over the same period last year to provide the most unfavorable showing for any first quarter since 1934, the Canadian government reports.

Guinan with RKO Radio

Thomas J. Guinan has been appointed RKO Radio home office representative, covering Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City.

WSB Ruling

(*Continued from page* 1)

decision, the policy must be cleared with Economic Stabilizer Eric A. Johnston.

Meanwhile, the new Salary Stabilization Board was still seeking members to fill out a special panel to decide salary policies for Hollywood guild members and other "talent" workers. Indications were that once such a panel is set up, hearings will be held in Los Angeles, Chicago and other key centers.

The Board late last week issued its first regulation, adopting as its basic policy the first 10 regulations of the Wage Stabilization Board. This was regarded at the time as merely a procedural move, since the salary panel had been operating under them all along. But later study indicated that the film industry's permission to keep on paying its talent workers under traditional patterns has been strengthened by that action. This is because the industry got that permission under Wage Board regulations five, and the Salary Board adopting this and under regulations as its own strengthens the industry's position, it is believed.

Kallman, Goldsmith

(*Continued from page* 1)

they will return to report their findings and recommendations to the U.A. management.

Kallman has left by air for London from where he flies to Bombay, India, for discussions with U.A.'s distributor, Western Indian Theatres, Ltd. He will also visit Burma, Ceylon, Pakistan, Singapore and Indonesia.

Goldsmith is scheduled to leave by plane July 18 for Tokyo, where he will study distribution facilities in Japan, which up to now have been handled by the Motion Picture Export Association. Hong Kong, Manila, Formosa and other Far Eastern exchange centers are also on his travel agenda,

Kallman was at one time U.A. manager in Mexico and has served with R.K.O. and other companies in various posts around the world.

Goldsmith was associated with the Universal foreign department for the past 10 years and before that represented 20th Century-Fox in the Far East and other foreign territories.

Two New Connecticut Exhibition Corps.

HARTFORD, July 9.—Two new Connecticut amusement corporations have filed certificates of incorporation with the Secretary of State's Office. They are:

Lyn-Jil Theatre Co., Stratford, authorized capital, $50,000. Incorporators are Seymour B. Levine, Stratford; Hilda L. Lipsher, North Haven; Ida M. Levine, Stratford.

Baybrook Amusement Co., West Haven. Louis Gherlone is president, Rose Gherlone is vice-president, and Dave Gherlone is secretary.

Servicemen's Prices Cut

HARTFORD, July 9.—Nathan E. Goldstein, owner of the Arcade Theatre, Springfield, Mass., has announced reduction to 40 cents, including tax, of the admission charge for men and women in uniform. Regular admission is 55 cents.

The Industry's Most-Wanted Most-Often-Used Reference Book

The 1951-52 edition of the Almanac is now in preparation. The thumb-indexing, which met with such wide-spread approval by so many subscribers to the previous edition, will again make it quick and simple to instantly locate any of its most-often-used sections . . . the reliable information you need will be literally *right at your fingertips,* when you are equipped with the latest Almanac.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS
June 3	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)		NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)		FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)		(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)		(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)
June 10	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Rev. 5/29/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)		(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)			THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—93 min. (Rev. 3/6/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min. (Rev. 7/3/51)	(Jack Schwarz) THE HOODLUM Lawrence Tierney D—61 min. (Rev. 7/9/51)	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	
June 17	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51) SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51)	SAVAGE DRUMS Sabu Lita Baron D—73 min. (5001)	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030) (Rev. 6/28/51)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min. (Rev. 6/26/51)		HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)
June 24			KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (Rev. 6/21/51)			HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)		(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)			
July 1	(July Releases) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51)	G. I. JANE Jean Porter Tom Neal C (5012)	STRICTLY DISHONORABLE Ezio Pinza Janet Leigh CD—96 min. (Rev. 6/29/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)		THE DAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)		(July Releases)	(John Arent) CAIRO ROAD Eric Portman D		(July Releases)	STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)
July 8	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51) BIG GUSHER Wayne Morris Preston Foster D	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)		ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)		FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51) THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	
July 15	BONANZA TOWN Charles Starrett Smiley Burnette O MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)	ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	THE RODEO KING AND THE SENORITA Rex Allen O	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (Rev. 6/12/51)	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)		COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22		LOST CONTINENT Cesar Romero Hillary Brooke D (5004)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)			LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	HIS KIND OF WOMAN Jane Russell Robert Mitchum D		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.			
July 29	(Aug. Releases) WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min.		RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C (5113)	(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)		(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (Rev. 7/2/51)	(Aug. Releases) NO HIGHWAY IN THE SKY James Stewart Marlene Dietrich D	CLOUDBURST Robert Preston Elizabeth Sellars D		(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O	ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae M (029)
Aug. 5	PICKUP Beverly Michaels Hugo Haas D—78 min. CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D			(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D (AA20)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O	ON DANGEROUS GROUND Ida Lupino Robert Ryan D	THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	(Daniel M. Angel) MR. DRAKE'S DUCK Doug. Fairbanks, Jr. Yolande Donlan C		MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D	
Aug. 12	CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	HOME TOWN BOY Harold Lloyd C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min.	OKLAHOMA JUSTICE Johnny Mack Brown O (5144)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)			MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C	(Ernest Gartside) OBSESSED David Farrar Geraldine Fitzgerald D		IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 6 NEW YORK, U. S. A., TUESDAY, JULY 10, 1951 TEN CENTS

Para. System Shares Boom In TV Sales

Increased Orders May Lead to Price Reduction

Although RCA has been the chief beneficiary of the current theatre television boom, with a backlog of orders rapidly piling up, Paramount is looking for wide scale use of its intermediate system and confidently predicts that its equipment will account for a large proportion of the total theatre installations.

With material allocations sufficient to produce 100 sets within the year and with the number of orders reportedly coming in, Paramount is expected to be able to get production on an assembly line basis and to meet the price cut inaugurated by RCA.

In addition, other manufacturers are advancing plans to cash in on the market. General Precision Laboratories, which has a 16mm. intermediate sys-

(*Continued on page* 6)

GPL Markets New TV Unit

A new theatre television system was announced here yesterday by General Precision Laboratory and orders are now being taken for fall delivery. National Theatre Supply will handle sales and Altec will service the equipment.

According to the announcement, the GPL Simplex has an improved optical

(*Continued on page* 6)

Loew's Orders More Theatre TV Systems

Joseph R. Vogel, vice-president in charge of Loew's Theatres operations, discloses that the circuit has placed open orders for a number of large-screen TV theatre installations.

"Until such time as the factories can make delivery on our open orders we are not specifying the locations where installations will be made," said Vogel. "We will have theatres ready for the TV apparatus when the outfits are available. We have been promised some shipments in October."

WSB Ruling on Wages for Industry Around July 20

WASHINGTON, July 9.—The special Wage Stabilization Board panel studying the question of wage control policy for the film industry and other industries exempt from price control is slated to submit its recommendations around July 20, WSB officials said.

They declared that no final agreement was reached at last week's meeting at Cincinnati, and that on the contrary "the panel is split three or four ways." It was understood that no further meetings will be held between now and the 20th, but that the panel members are planning to exchange views by mail and phone.

One official said there would certainly be minority reports and recommendations, if a majority got together on any one policy. He raised the possibility that there might not be any majority report, but just several different recommendations to the full board, with final decision left to the full board here.

Even after the full board makes a

(*Continued on page* 6)

Madrid Talks May Delay U.K. Pact

LONDON, July 9.—The meeting of the Anglo-American film remittance negotiators here next Friday will be a preliminary get-together only which may be suspended for a week or more while members of the U.S. party go to Spain for industry talks.

In the American party, the Board of Trade understands, will be John G. McCarthy, Joyce O'Hara and F. W. Allport of the Motion Picture Association of America, and James A. Mulvey and William B. Levy of the Society of Independent Motion Picture Producers.

The British negotiators will include Sir Hartley Shawcross, president of the Board of Trade; Rupert Somervell and Sidney Golt of the Treasury. Sir Hartley was scheduled to return to his office today following a recent illness.

O'Hara and Mulvey are expected to

(*Continued on page* 6)

Einfeld to Address RockyMt.Exhibitors

DENVER, July 9.—Exhibitors of the seven Rocky Mountain States meeting today and tomorrow will hear Charles Einfeld, vice-president of 20th Century-Fox, discuss in detail company plans for greater grass roots showmanship cooperation for the coming year, recently announced at the 20th Century-Fox national sales convention.

Einfeld will emphasize the national

(*Continued on page* 6)

Kallman, Goldsmith With Expanding UA

George Kallman and Keith Goldsmith, veteran foreign sales executives have been appointed special foreign representatives of United Artists by Al Lowe, general manager of UA's foreign department. The company has plans for a program of expansion in the world market.

Immediate assignments facing both men include a survey of the company's operations in the Far East, after which

(*Continued on page* 6)

Press Sees First New York Test of RCA's Color TV

Radio Corp. of America demonstrated its color television system to the press here yesterday as field tests got under way at the RCA Exhibition Hall in Radio City, but RCA president Frank M. Folsom emphasized that black-and-white television will dominate the industry for years to come.

The showing was for the press alone and was held in the executive lounge, with space at the 10 A.M. show at a premium. "Compatibility" was the key

(*Continued on page* 6)

MPAA TV Group Meets Here Today

WASHINGTON, July 9.—The television committee of the Motion Picture Association will meet tomorrow in New York with its newly appointed consultant engineer, Frank McIntosh.

McIntosh and the committee are expected to begin maping out strategy for MPAA's overall presentation at the FCC's theatre television hearings which are scheduled for Sept. 17.

Paramount, Music Hall Set Records

Para.'s Week and Hall's 9 Weeks Are New Highs

Though a warm weekend eased off business in most Broadway first-runs, the Paramount and the Radio City Music Hall provided good news with big grosses.

Dean Martin and Jerry Lewis, heading the stage bill at the Paramount, are responsible for an all-time house record gross with their first week estimated to total $152,000 by tonight. "Dear Brat" is the feature. The comics have signed for two weeks only and the house has stepped up its schedule to six stage shows daily in order to make the most of their stay. Doors open at 8:30 a.m.

"Caruso's" run at the Music Hall is still news for the ninth consecutive week, with the gross expected to be another hefty $135,000. By the time the week is over tomorrow the house's money record, $1,200,000 for "Bells of St. Mary's", will have been exceeded by more than $75,000. The picture

(*Continued on page* 6)

UPT, ABC File Today

WASHINGTON, July 9.—Paramount attorneys here indicate that requests for the merger of United Paramount Theatres and American Broadcasting Co. will be filed with the Federal Communications Commission late tomorrow. They add that since stockholder meetings are not scheduled until July 27, the request will have to

(*Continued on page* 4)

1st NPA Rejection By Appeals Board

WASHINGTON, July 9.—The National Production Authority's three-man appeals board has turned down a theatre-building appeal from Florida State Theatres, Inc. It was the appeal board's first rejection.

The circuit wanted to build a new theatre in Delray Beach, Fla. The NPA construction division turned it down in March. The company appealed to the new board, but lost there, also. This is the second theatre case acted on by the appeals board. The

(*Continued on page* 4)

Unusual Services in Cleveland Drive-Ins

Cleveland, July 9.—For the first time in Greater Cleveland and possibly for the first time in the entire country, religious services of all faiths will be held at 10 A. M. on July 29 in three drive-in theatres. The project, which has the support of the Cleveland Church Federation and is sponsored by the Cleveland Junior Chamber of Commerce, is designed to offer religious services to shut-ins and others who are physically unable to attend regular church services. Protestant services will be held at the Auto Drive-In; Catholic services at the Cloverleaf Drive-in and Jewish services at the Mile Drive-in.

Bunin 'Welcomes' RKO 'Alice' Suit

Lou Bunin Productions, producers of the English live-action and puppet film production of Lewis Carroll's "Alice in Wonderland," and Souvaine Selective Pictures, U. S. distributors of the picture, declared yesterday in a joint statement that they were "happy that at last" Walt Disney Productions and RKO had brought action, filed in Federal Court last Tuesday, after it had been announced the film would have its American premiere at the Mayfair and Trans-Lux 60th Street Theatres, New York, July 26. Disney's "Alice in Wonderland" is also slated to have its premiere here in August.

William C. MacMillen, Jr., chairman of the board, and Henry Souvaine, president of Souvaine Selective Pictures stated that "Disney representatives have been steadily threatening Bunin as well as his backers since Bunin began his initial plans for his 'Alice in Wonderland' production in 1945. "Certainly," said Souvaine, "the time has arrived for a properly constituted court of law to determine the legality or illegality of Disney's efforts over many years to destroy Bunin's property."

The Disney office here yesterday declined to comment on the Bunin-Souvaine action.

Goldwyn Depositions Off Until Aug. 7

San Francisco, July 9.—The three depositions scheduled to be taken here in Samuel Goldwyn's anti-trust suit against Fox West Coast and 11 other companies and individuals, has been postponed until Aug. 7. At that time it is expected Michael Naify, president of Golden State Theatres will testify in addition to Roy Cooper, film buyer of Golden State and R. A. McNeil, former president of Golden State. The depositions will be taken in the San Francisco office of Goldwyn's attorney, Joseph Alioto.

Personal Mention

SPYROS SKOURAS, 20th Century-Fox president, returned to New York yesterday from a week's visit at the studio.

•

William Levine, home office assistant to John S. Allen, Southwestern M-G-M sales manager, left here yesterday for a tour of Southwest exchanges.

•

J. E. Elliott, Jr., owner and manager of the Cardinal Theatre, Hodgenville, Ky., was married recently to Freda Thompson, also of Hodgenville.

•

Hayes Goetz, M-G-M producer, accompanied by his wife, is due to leave the Coast by air next Sunday for New York en route to London.

•

Nat Levy, RKO Pictures Eastern division sales manager, has left here for Detroit.

•

Dave Turner, RKO Pictures exploiteer, has left here for Montreal and Toronto.

•

Edwin Knopf, M-G-M producer, will arrive here tomorrow aboard the S.S. *Mauretania* from England.

•

Jules Lapidus, Warner Brothers Eastern and Canadian division manager, is in Boston today from here.

KAY HARRISON, head of Technicolor, Ltd., has returned here from England.

•

Harry Fellerman, sales head of the Universal-International special films division, will leave here today for Boston and New Haven, returning Friday.

•

Jonas Rosenfield, Jr., advertising manager for 20th Century-Fox, is in Dallas today conferring with Interstate Circuit officials.

•

Irving Sochin, assistant to C. J. Feldman, Universal Pictures domestic sales manager, has returned to his desk here following an appendectomy.

•

Edward C. Dowden, assistant advertising-publicity head of Loew's Theatres, has returned from a week's vacation.

•

Sadie Markowitz, M-G-M's head contract clerk in San Francisco, is in Mt. Zion Hospital where she underwent major surgery.

•

Foster M. Blake, Western sales manager for Universal Pictures, has returned here from Los Angeles.

•

A. C. Brown of Paramount's home office auditing staff is at the San Francisco branch office.

Connecticut MPTO Golf Tourney, Aug.7

Hartford, July 9.—George H. Wilkinson Jr., president of the Motion Picture Theatre Owners of Connecticut, and Albert M. Pickus, regional vice-president of the Theatre Owners of America, have disclosed plans for the annual outing and golf tournament of the MPTO of Connecticut at Racebrook Country Club, Orange, Conn., on Tuesday, Aug. 7.

The all-day outing, with delegations expecetd from New York and Massachusetts, as well as Connecticut points, has as a general committee Sam Weber, treasurer; Herman M. Levy, secretary; Lou Brown, publicity, and James Bracken, Ted Jacocks, James Darby, Harry F. Shaw, Ben Simon, Barney Pitkin, and Henry Germaine.

Barney Rose Honored On His 35th Year

San Francisco, July 9.—Barney Rose, district manager for Universal-International Pictures in San Francisco, was honored in a City Hall ceremony which commemorated his thirty-five years with U-I and saluted the "Barney Rose Month" Drive, now under way. Rose was presented with a scroll by Acting Mayor John J. Sullivan which officially proclaimed the month of July in San Francisco as Barney Rose Month.

On hand for the celebration in the Mayor's office were members of the press in addition to Abe Swerdlow, San Francisco branch manager for U-I and Graham Kislingbury.

Ohio Fails to Place Ceiling on Taxation

Columbus, O., July 9.—The legislative record of the Independent Theatre Owners of Ohio was one of "no runs, no hits, no errors" in the Ohio General Assembly session recently concluded, said Martin Smith, Toledo, president of the ITOO, in a bulletin to Ohio exhibitors.

No Vote Taken

He noted failure of the organization to obtain passage in the House of Representatives of Senate Bill No. 258, which would limit to three per cent the admission tax which Ohio cities might impose. The Senate bill was bottled up in the House Rules committee in the closing days of the session. Smith said that he had obtained pledges of enough votes to pass the measure but was unable to get it reported.

Baker Reelected BFPA President

London, July 9.—Reginald P. Baker was reelected president of the British Film Producers Association at the annual meeting here.

Heralding the outcome of the recent Eady Plan negotiations, Baker asked: "Is there going to be a mad rush into production which might lead to a great part of the Eady Plan being devoted merely to reducing debts on films which are proving to be box-office failures, or are we going to concentrate our efforts to increase the number of really successful British first-feature films?"

O'Shea Will Preside At Final Meet in Para. Sales Drive

The last in a series of meetings with the company's field sales force in connection with the "Salute to Al Schwalberg" sales drive, will be held at the home office today by E. K. O'Shea, vice president of Paramount Film Distributing Corp., and Jerry Pickman, director of advertising and publicity.

Meeting with members of Hugh Owen's Eastern and Southern division, the two home office executives will discuss the merchandising of Paramount product for the balance of 1951. Particular emphasis will be placed on the progress made in the booking releases for July and August, the months covered by the Schwalberg salute.

Attending the meeting in addition to O'Shea and Pickman will be Al Kane, assistant division manager; Henry Randel, New York district manager, and branch managers Myron Sattler, New York; John Moore, Boston; Henry Germaine, New Haven; Edward Maloney, Albany; Jack Brown, Buffalo; Gordon Bradley, Atlanta; Edward Chumley, Jacksonville; William Holliday, New Orleans, and Albert Duren, Charlotte. Also present will be special field representatives Everett Olsen, Leonard Allen, Ed Wall, Arnold Van Leer and Robert Bixler.

Para. Sales Meeting Held in Cleveland

Cleveland, July 9.—A two-day Paramount division sales meeting was held here at the Carter Hotel. Present were E. K. O'Shea, Paramount Distributing Corp., vice-president; Howard Minsky, division manager; Jerry Pickman, director of advertising-publicity; Art Leazenby, territorial exploiteer, and branch managers Phil Isaacs, Washington; Mike Simon, Detroit; David Kimelman, Pittsburgh; Bill Meier, Cincinnati; Ulrik Smith, Philadelphia, and Harry Buxbaum, Cleveland.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
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An M-G-M Picture
plus Spectacular STAGE PRESENTATION

in Person
DEAN JERRY
MARTIN & LEWIS
BARR & ESTES · MAYO BROS.
HELEN O'CONNELL · DICK STABILE and his Orch.
PARAMOUNT TIMES SQUARE

ON SCREEN
Dear BRAT
starring MONA FREEMAN
BILLY DE WOLFE
EDWARD ARNOLD · LYLE BETTGER
A PARAMOUNT PICTURE
Midnight Feature Nightly

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FAVORITE'S SMASH SUMMER HIT SHOW:

FIGHTING COURAGE AND GLORY...
MARK THESE SAGAS OF THE WINNING OF THE WEST!
THE COVERED WAGONS FOUGHT WESTWARD THROUGH FIRE, FLOOD AND BLOODY BATTLES TO JOIN A NATION COAST TO COAST!
Fightin' RANDY SCOTT
WAGON WHEELS
with GAIL PATRICK
MARKSMEN, WHO TRUSTED IN GOD AND A GUN NAMED "WINCHESTER!"
BETRAYED BY RENEGADE WHITE MEN WHO TRADED WITH WHISKEY AND GUNS!
ROBERT CUMMINGS
MARSHA HUNT
DESERT GOLD
LARRY BUSTER CRABBE
HORSES AS WILD AS THE PRAIRIES THEY ROAMED!
DESPERADOES WHOSE ONLY LIFE INSURANCE WAS A POLICY OF SPEED ON THE DRAW!
A FAVORITE FILMS BLUE-RIBBON WINNER!
BESEIGED BY MURDEROUS MARAUDING SAVAGES!

BOOK THRU FOLLOWING EXCHANGES:

ALBANY:
Favorite Pictures Exchange of N. Y.
630 Ninth Avenue, New York
ATLANTA:
Kay Film Exchange
163 Walton Street, N.W., Atlanta, Ga.
BOSTON:
Federal Films Co.
54-58 Piedmont Street, Boston, Mass.
BUFFALO:
Favorite Pictures Exchange of N. Y.
630 Ninth Avenue, New York
CHARLOTTE:
Kay Film Exchange
300 West Third St., Charlotte, N. C.
CINCINNATI:
Screen Classics, Inc.
1632 Central Parkway, Cincinnati, Ohio
CHICAGO:
Albert Dezel Productions
831 So. Wabash Avenue, Chicago, Ill.
CLEVELAND:
Imperial Pictures
2108 Payne Avenue, Cleveland, Ohio
DALLAS:
Tower Pictures Co.
302 So. Harwood Street, Dallas, Texas
DES MOINES:
Hollywood Pictures Co.
1508 Davenport St., Omaha, Nebraska
DENVER:
Associated Film Exchange
260 East First South Street
Salt Lake City, Utah
DETROIT:
Albert Dezel Productions
2310 Cass Avenue, Detroit, Michigan
KANSAS CITY:
United Film Exchange
120-122 W. 18th St., Kansas City, Mo.
INDIANAPOLIS:
Realart Pictures
441 No. Illinois St., Indianapolis, Ind.
LOS ANGELES:
Favorite Films Exchange of California
1968 S. Vermont Ave., Los Angeles, Cal.
MEMPHIS:
Kay Film Exchange
311 So. Second St., Memphis, Tenn.
MILWAUKEE:
Albert Dezel Productions,
831 So. Wabash Avenue, Chicago, Ill.
MINNEAPOLIS:
North Star Pictures
434 Lewis Street, Shakopee, Minn.
NEW ORLEANS:
Kay Film Exchange
218 So. Liberty St., New Orleans, La.
NEW YORK CITY:
Favorite Pictures Exchange of N. Y.
630 Ninth Avenue, New York
OKLAHOMA CITY:
Tower Pictures Co.
302 So. Harwood Street, Dallas, Texas
OMAHA:
Hollywood Pictures Corp.
1508 Davenport St., Omaha, Nebraska
PHILADELPHIA:
Screen Guild Productions
1315 Vine Street, Philadelphia, Pa.
PITTSBURGH:
Screen Guild Productions
415 Van Braam Street, Pittsburgh, Pa.
PORTLAND:
Favorite Film Exchange, Inc.
2231 Second Ave., Seattle, Washington
SALT LAKE CITY:
Associated Film Exchange
260 East First South Street
Salt Lake City, Utah
ST. LOUIS:
Flo Mar Productions
3206 Olive Street, St. Louis, Mo.
SAN FRANCISCO:
Favorite Films of California
170 Golden Gate Ave., San Francisco
SEATTLE:
Favorite Films Exchange, Inc.
2231 Second Ave., Seattle, Washington
WASHINGTON:
Fred Sandy, Ind.
1013 New Jersey Avenue, N.W.
Washington, D. C.
CANADA:
Cardinal Films Ltd.
700 Bay St., Toronto, Ontario, Canada

OR CONTACT

FAVORITE FILMS CORPORATION

151 WEST 46th STREET • • NEW YORK, N. Y.
PHONE: LU. 2–1877 MOE KERMAN, Pres.

National Pre-Selling

"SHOW Boat Music Week" was launched on a nationwide basis over the past weekend, with M-G-M Records and M-G-M Pictures contacting a complete list of disc jockeys all over the country. Two special recordings have been prepared by the studio which will permit the individual jockey to interview Ava Gardner and Howard Keel, as though in person, on separate programs. "Guest Stars on Record" as a radio show has "You Are My Lucky Star" as a musical theme. Theatres are advised in a Metro release how to contact their local disc jockeys and obtain the full benefit of the tieup.

Dan Terrill, exploitation manager for Metro-Goldwyn-Mayer, also supplies a list of Westinghouse dealers and distributors throughout the country who will leap into action in co-operative tieups at the local level, for the release of "Rich, Young and Pretty," in which Jane Powell and Vic Damone sing "How D'You Like Your Eggs in the Morning?" as promotion for electric appliances.

•

This week both the Sunday magazine sections of the New York *Daily News* and the *Mirror*, with a combined circulation of close to 7,500,000, devoted color spreads to the upcoming Cecil B DeMille production of "The Greatest Show on Earth," based on location shots made with Barnum and Bailey Circus in Philadelphia. The *News* carried a front cover of Dorothy Lamour in costume and center double-spread with circus scenes featuring Betty Hutton, Jimmy Stewart, Gloria Grahame and Cornell Wilde, while the *Mirror* had a similar center spread in full color.

•

The largest film tieup ever made in the field of men's wear has been set by 20th Century-Fox with Eagle Clothes for "David and Bathesheba." The promotion will involve large scale newspaper and magazine ads, national radio and TV time and an abundance of local-level tieups keyed to playdates. The campaign will kick-off with a full-page color ad in the October Esquire*, on sale Sept. 9, to be followed immediately with full-page ads in more than* 300 *top-circulation newspapers. An estimated* 3,500 *retail outlets will use Gregory Peck stills and posters on the picture in local window displays. The* Daily News Record, *trade paper of the men's wear field, carried a full-page ad in advance regarding the tie-up.*

•

The July 31 issue of *Look* magazine, on the stands July 17, will contain a six-page preview of "Quo Vadis," more space than the magazine has ever before given to any motion picture. Two of the six pages will be in full color, the rest in black-and-white. The article will say "one of the first and most popular of religious novels has now become the most collossal movie ever made." In its July bulletin, the Protestant Motion Picture Council selects another Metro picture, "Excuse My Dust" as its picture of the month, and says, "this gay comedy does not pretend to do anything but entertain, and it will provide hearty laughs for the whole family."

—WALTER BROOKS

Review

"On Moonlight Bay"

(Warner Brothers)

A TECHNICOLOR FANCY, full of turn-of-the-century song and sentiment, is given an attractive polish in "On Moonlight Bay." The romantic comedy is styled in the time-honored tradition and aims at offering entertainment a la carte to all members of the family. Since it is neither taxing in plot nor pretentious in presentation it should meet with the full satisfaction of the average filmgoer.

Doris Day and Gordon MacRae play the romantic lead, she as a hoydenish youngster and he as a socially-conscious college student. After the pair meet, it becomes a sure thing that each is going to have an uplifting effect on the other. When it gets around to marriage, a complication is reached by Miss Day's father, Leon Ames, who objects to the prospective groom because of his radical chatter.

Popping in and out of scenes with juvenile fervor is Billy Gray, Miss Day's 12-year-old brother, who gets entangled in every form of mischief. Some of the best sequences in the film revolve around the boy's dilemmas. Also in the cast are Rosemary De Camp, as Miss Day's mother, and Jack Smith, a stuffy boy friend with a facile way with a song. Miss Day and MacRae sing a number of tunes. Among those heard are "Moonlight Bay," "Beautiful Dreamer," "O, Promise Me," and others.

As time passes war breaks out and MacRae abandons his college cap and gown for khaki, 1917 vintage. A few more incidents develop and finally poppa gives his consent to the marriage, bringing a happy ending.

William Jacobs produced and Roy Del Ruth directed. The screenplay, by Jack Rose and Melville Shavelson, was adapted from Penrod stories by Booth Tarkington.

Running time, 95 minutes. General audience classification. Release date, July 28.

MANDEL HERBSTMAN

1st NPA Rejection

(*Continued from page* 1)

first appeal, involving Concho Theatres, was approved.

Florida state already owns a theatre in Delray Beach, but claims it is badly in need of repair, that the health department has required changes in the rest rooms, and that it is inadequate for the city's needs. The interesting thing is that many civic groups, including the Chamber of Commerce, have brought pressure on the circuit to undertake the new theatre and supported the application before the NPA construction division and the appeals board.

The appeals board said that there had been "no persuasive showing that the company is undergoing any exceptional or unreasonable hardship not suffered generally by other firms in the industry."

UPT, ABC File

(*Continued from page* 1)

be supplemented then with information on what the stockholders did, and that the FCC will not act before some time in August at the very earliest, and then probably only to set hearings on the request.

ABC vice president Hinckley, who will probably handle the matter before the FCC, is in New York today and tomorrow.

Glassman to Hold Mass. Regional Meets

BOSTON, July 9.—Norman Glassman, president of the Independent Exhibitors of New England and the committee on industry improvement, will hold a series of regional meetings with exhibitors of Massachusetts.

The first of the regional meetings will be held in Lowell on Wednesday and leading cities during the summer months. Glassman stated that exhibitors in large states who find it difficult to attend organization meetings in person are entitled to know what their elected officials are doing in their behalf.

Essaness Sheridan May Be Synagogue

CHICAGO, July 9.—Negotiations for the sale of the Essaness Sheridan Theatre to the Anshe Emet Congregation for use as a synagogue are under way, Ralph Smitha, Essaness general manager, said here today, and attorneys representing the interested parties are trying to work out the deal.

According to local real estate brokers, the Balaban and Katz Granada also is available and a local rumor has it being taken over by Loyola University to be used as an auditorium.

Essaness Appeals Woods Decision

CHICAGO, July 9.—Essaness Theatres Corp. filed a petition here today for a rehearing of the Woods Theatre case. A decision reversed a lower court and awarded to the partners of the Woods the option to purchase the theatre building at the price for which Essaness bought it or to rent the theatre from Essaness for three years at the old rental, $60,000 a year.

Discuss Allied Plans For N. Y. Convention

WASHINGTON, July 9.—Plans for Allied States Association's convention in New York in October were discussed here today by President Trueman T. Rembusch, general counsel, Abram F. Myers and convention chairman Wilbur Snaper.

Rembusch said advance reservations are already beginning to come in, and all indications are that it will be a stand-out meeting.

Wanger in Broidy Office

HOLLYWOOD, July 9.—Walter Wanger, recently signed by Allied Artists president Steve Broidy, has moved into his offices at Allied Artists studio. Wanger has been operating out of offices at the Hal Roach lot in Culver City.

Gilhool - Huish Sell Two More Theatres

Salt Lake City, July 9.—Gilhool-Huish Theatre Enterprises, once one of the biggest circuits in Utah, sold the Lyric and Huish theatres at Richfield to Van Anderson, who also operates the Pamela Theatre, Salina.

The sales, seventh and eighth for the Gilhool-Huish circuit in recent months, leave it with only four theatres at present.

Republic Must Show 2 Films in Suit

COLUMBUS, O., July 9.—Republic Pictures was ordered by Common Pleas Judge Cecil J. Randall to show to the court two features, "The French Key" and "Winter Wonderland" in a $1,800,000 breach of contract and damages suit here. The suit was brought by the John K. Teaford Co. here, which had loaned producer Walter Combes $315,000 to produce the films. Later, the Teaford Co. acquired the contract which Combes had made with Republic to distribute the pictures.

On March 24, 1949 the company sued Republic, charging that it had not lived up to contract provisions. The Ohio company asked $1,000,000 for breach of contract and $800,000 damages. The suit accuses Republic of having the features shown as support for other films in double-feature billings so their income would be reduced. Date for examination of the films has not been set. Judge Randall also ordered Republic to submit records in the case.

'IA' Coast Meet to Set Wage Demands

HOLLYWOOD, July 9.—IATSE officials of craft and technical unions are due to meet here tomorrow to formulate new demands for wage increases and working conditions.

The new demands will be made under the wage reopening clause of the contract between the studios and the IATSE, which represents about 15,000 workers here. The deadline date for renegotiations is July 27.

Film studio labor began a campaign for more pay last winter, following which the studios offered a 10 cents an hour wage hike, together with a flexible cost-of-living allowance based on the Bureau of Labor Statistics Index. This offer, however, was withdrawn when a number of unions turned it down.

Bachman Takes Over Monogram Exchange

CHARLOTTE, July 9.—John Bachman, former manager for United Artists in Atlanta, has arrived here to succeed Hal H. Jordan as local Monogram manager. Jordan resigned to take over active management of his theatre in Dunn. Bachman formerly was manager of the Warner exchange here and left a few years ago for the UA management post in Atlanta.

Warner Sets Nine Releases for U.K.

Warner has set nine productions for release in Great Britain from Aug. 1 through December 31. The pictures are: "Operation Pacific," starring Gary Cooper and Patricia Neal; "Fine and Dandy" (released in the United States as "The West Point Story"), starring James Cagney and Virginia Mayo; Alfred Hitchcock's "Strangers on a Train," starring Farley Granger, Ruth Roman and Robert Walker; "I Was a Communist for the FBI," starring Frank Lovejoy; "Goodbye, My Fancy," Joan Crawford, Robert Young and Frank Lovejoy; "Dallas," in Technicolor, Gary Cooper, Ruth Roman and Steve Cochran; "The Great Jewel Robber," David Brian; "Lightning Strikes Twice," Richard Todd and Ruth Roman, and "Lullaby of Broadway," in Technicolor, starring Doris Day, Gene Nelson and S. Z. Sakall.

Chicago Ticket Tax Collections Still Off

CHICAGO, July 9.—The downward spiral of theatre receipts, as reflected by City of Chicago amusement tax collections, is continuing here. City theatre tax collections during June, on May receipts, were $83,491, a considerable drop from the $105,828 for the same month a year ago, and also down from the $90,602 paid in by theatres in May for April receipts. Much of the drop in total receipts can be attributed to the fact that approximately 50 theatres have closed here in the past year.

London Tabloid Apologizes to 20th-Fox For Published Slurs About 'Frogmen'

London, July 9.—The tabloid London *Daily Graphic* has made a humble apology to 20th Century-Fox for unwarranted published aspersions cast on "The Frogmen."

The paper printed a sensational story characterizing the film as "an insult" and alleging categorically that no American "frogmen" took part in operations during the whole of the war. The Graphic, moreover, reported a "wave of resentment" in London against the film and that "protests" had been made at its trade showing here.

Lawyers for 20th-Fox quickly told the newspaper that all those statements were untrue. As promptly, the tabloid printed a complete retraction and apology. No further action is planned by 20th-Fox, it was stated.

The picture is scheduled to open here soon at the Leicester Square Theatre and will go into general release shortly thereafter.

Coast Showmen Aid Israel Bond Drive

SAN FRANCISCO, July 9.—Local showmen who are participating in the Israel bond show at the Geary scheduled for July 12 are Abraham Berry of General Theatrical, Jack Blumenfeld and Joe Blumenfeld, Blumenfeld Theatres; Irving Levin, San Francisco Theatres; Hulda McGinn, California Theatres Association; Michael Naify, Golden State Theatres; Paul Spier, Amusement Guide and Jerry Zigmond of United Paramount.

Williams on His Own

SAN FRANCISCO, July 9.—Bucky Williams, former manager of Robert Lippert's Newsvue in San Francisco, is now a partner of the 285-seat Peerlax, formerly the New Peerless, owned by Goldberg Theatres, in Oakland.

Faughnan, Downey, Seymour Partners

ALBANY, N. Y., July 9.—James P. Faughnan, Warner Theatres upstate contact manager for 15 years, is joining forces with Francis Downey and Cy Seymour, artists in the recently-discontinued Warner sign shop, for a sign business of their own. It is understood the local Warner houses will be among their clients. Faughnan closes Friday as contact manager, that being the date the accounting and bookkeeping departments are scheduled to transfer to New Haven.

Woodrow Campbell, Faughnan's assistant, will become office manager and head booker of the RKO exchange next Monday. He was with Warner in Albany for 18 years.

About 20 employes in the Albany and Buffalo districts are affected.

NEWS in Brief . . .

HOLLYWOOD, July 9.—Richard Quine, who for the past several years has been active at Columbia as producer, director and actor, has been signed to a seven-year directing contract by the studio. The new agreement will go into effect after Quine completes direction of "Sound Off," starring Mickey Rooney for producer Jonie Taps, in August.

•

CHICAGO, July 9.—The annual sales conference of Radiant Manufacturing Co., Chicago projection screen producer, will be held Aug. 1-3 to pinpoint the complete fall and winter sales and advertising program of the company. The meeting will be held at Nippersink Country Club, Genoa City, Wis.

•

CLEVELAND, July 9.—The Variety Club has turned over the keys of its clubhouse here to its new owners, American Legion Post No. 2. Downtown hotel quarters will be established in the fall. Only summer club activity planned is the annual August golf tournament, to be held August 6 at the Lake Forest Country Club.

•

LONDON, July 9.—Margaret Marshall, motion picture publicist here for leading British producers, died recently at the age of 47. She is survived by her husband, William Batchelor, publicity manager for Sir Alexander Korda's London Films, and three young children.

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and introducing Gene EVANS
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Kentucky Jubilee
starring JERRY COLONNA
Jean PORTER · James ELLISON
Produced and Directed by Ron Ormond
Gay! Lively!
READY IN JULY!
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Iris ADRIAN
Produced by Murray Lerner · Directed by Reginald Le Borg
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in Rupert Hughes' "F B I GIRL"
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Para. TV

(*Continued from page 1*)

tem at present, is ready to unveil a new instantaneous projector next month. Exhibitors who use rear projection, notably Trans Lux, are looking for theatre TV equipment suitable for the behind-the-screen system.

Skiatron Electronics is trademarking its "Theatre-Vision," a new system which is scheduled to make its bow in mid-September. According to Arthur Levey, Skiatron president, Theatre-Vision will be leased to theatre operators at a cost low enough to make it practical for small houses. He said the system does not use a cathode tube and consequently does not need the installation of high-voltage wires.

Paramount, which at present has its equipment installed in five theatres, has announced orders for three more sets. Paul Raibourn, vice-president in charge of Paramount's TV activities, recently expressed the opinion that from 75 to 100 theatres will be equipped with large screen TV by the end of the year, adding that the Paramount system would account for from 15 to 20 of the installations.

One circuit is reported to be dickering with Paramount for installations in 32 theatres, which would be the largest single order placed anywhere.

At present Paramount is contemplating turning the sales and distribution of its theatre TV equipment over to an established firm in the field. Asked concerning reports that Century Projector is the likely candidate in the event of such a deal, Raibourn said yesterday that Century was "very much interested." However, Raibourn said no agreement has yet been reached.

New TV Unit

(*Continued from page 1*)

system which gives balanced light over the entire screen and is said to be designed for flexibility and ease of operation. It is the instantaneous type with a projection tube in a suspension mounting and with an improved wiring system that brings all high voltage cables into a single box.

Though no figure was given in the announcement, a company spokesman said that the unit will be "competitively priced."

At present GPL is making a film relay type of theatre TV unit and it is said that production of that model will continue. It is in use at Shea's Fulton in Pittsburgh.

A trade showing of the new unit is planned for late August, probably in a New York theatre.

Rocky Mt. Meet

(*Continued from page 1*)

campaign on Darryl F. Zanuck's "David and Bathsheba" in relation to local exploitation penetraton by the tours of "Goliath," Francis X. Bushman and the recently discovered modern "Bathsheba."

His talk will be heard by representatives of Fox Inter-Mountain Theatres in addition to independent exhibitors embarked on a long-range showmanship program to foster increased theatre attendance. States represented are Colorado, Utah, Wyoming, Idaho, Nebraska, New Mexico, and Montana.

Einfeld will return to his desk in New York on Monday.

N. Y. First Run Grosses

(*Continued from page 1*)

will hold for a 10th week, which leaves it second in length of run to "Random Harvest," which ran 11 weeks.

Elsewhere, the grosses were down a bit from the Fourth of July spurt, but were holding up fairly well for mid-summer. The newly-christened Warner looks for about $40,000 for its first week with "Strangers on a Train," excellent for a straight film policy. "The Frogmen" is holding up to a fair $65,000 for a second week at the Roxy; following $98,000 for the opening stanza. An ice show is on stage there.

"Excuse My Dust" is only fair at the Capitol, where $30,000 is due for the second week, with Margaret Whiting heading the stage bill. "Strictly Dishonorable" will open there tomorrow. "The Prince Who Was a Thief" is expected to gross $16,000 for its first week at the State.

At the Globe, "Ace in the Hole" is continuing to do fine business, with about $20,000 expected for the second week. "The Prowler" at the Criterion is down a bit, but still substantial with $17,000 estimated for its second week.

"The Mask of the Avenger" is modest at the Victoria, with $10,000 expected for a second week, while "Hard, Fast and Beautiful" is not much better, with $11,000 estimated for its second week. "Teresa" is winding up a 14-week stand at the Trans Lux 52nd Street with about $3,200 due for the final six days. "Circle of Danger" will bow in there tomorrow.

"Tales of Hoffman" is consistent at the Bijou, with a good $11,500 due for its 14th week on a two-a-day run. "Kon-Tiki" is still doing excellent business at the Sutton, with $8,000 due for its 14th week.

Also very satisfactory are "Tony Draws a Horse," which grossed $6,000 for its eighth week at the Park Avenue and "Four in a Jeep," which did about the same for its fourth week at the Paris.

Martin-Lewis Get $76,000 for Week

If the Paramount reaches its estimated first week gross of $152,000 by closing time tonight, the Dean Martin-Jerry Lewis comedy team will collect a cool $76,000 for its six-a-day turn. They signed for the two-week personal appearance on a $50,000 weekly guarantee, plus half of everything taken in over $100,000.

RCA Color TV

(*Continued from page 1*)

word and RCA had its three-color receivers flanked by two black-and-white sets which received the same telecast over NBC's Channel 4.

The color sets, equipped with RCA's tri-color cathode tube, were 16-inch and 21-inch, but the actual picture sizes were 9½-x-12 inches and 12½-x-16½ inches, respectively. This, it was explained by Dr. E. W. Engstrom, RCA research vice-president, is caused by the necessary placement of the color screen behind the face of the tube.

Details of the actual broadcast were explained by O. B. Hanson, NBC chief engineer, who said that the present tests were handled by the NBC staff in cooperation with RCA Victor engineers.

An unscheduled part of the broadcast was a remote pickup from Palisades Amusement Park of Buster Crabbe and a group of swimmers, said to be the first time this had been done with RCA color equipment.

The studio program included Nanette Fabray, who acted as mistress-of-ceremonies and sang with Rene Paul, Yma Sumac, South American songstress, Ray Malone, dancer.

Mulvey Leaves for UK Talks Tomorrow

James A. Mulvey, president of Samuel Goldwyn Productions, will leave here tomorrow by plane for London where he will represent the Society of Independent Motion Picture Producers in the negotiations with Sir Hartley Shawcross, president of the British Board of Trade, for a new Anglo-American film pact.

Joyce O'Hara, Motion Picture Association of America vice-president, also plans to fly to London this week for the talks, scheduled to begin on Friday. John G. McCarthy, MPAA foreign vice-president, is en route by ship.

U. K. Pact Talks

(*Continued from page 1*)

arrive here by plane on Thursday or Friday from New York. Levy is already here and McCarthy is scheduled to arrive Friday on the *S.S. Queen Elizabeth*. Allport has recently returned from a tour of American film offices in Dublin. He and McCarthy may be required to leave for Madrid at the weekend to conclude negotiations there on a new American film agreement with Spain. In that event, it is felt the talks here would be suspended pending their return.

Concern is expressed in some American quarters here over the statement to Commons recently of Chancellor of the Exchequer Hugh Gaitskell that the government fears a serious problem may arise during the last half of this year with respect to Britain's overseas balance of payments.

There is some apprehension that this may react unfavorably to the American delegation's proposed request for complete convertibility of American film earnings here.

Canada Bankruptcies Up, But Not in Films

OTTAWA, July 9.—There was not a single bankruptcy in the theatrical field, including motion pictures and theatres throughout the nation during the first quarter of 1951, though failures in Canada generally during this period rose five per cent over the same period last year to provide the most unfavorable showing for any first quarter since 1934, the Canadian government reports.

Guinan with RKO Radio

Thomas J. Guinan has been appointed RKO Radio home office representative, covering Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City.

WSB Ruling

(*Continued from page 1*)

decision, the policy must be cleared with Economic Stabilizer Eric A. Johnston.

Meanwhile, the new Salary Stabilization Board was still seeking members to fill out a special panel to decide salary policies for Hollywood guild members and other "talent" workers. Indications were that once such a panel is set up, hearings will be held in Los Angeles, Chicago and other key centers.

The Board late last week issued its first regulation, adopting as its basic policy the first 10 regulations of the Wage Stabilization Board. This was regarded at the time as merely a procedural move, since the salary panel had been operating under them all along. But later study indicated that the film industry's permission to keep on paying its talent workers under traditional patterns has been strengthened by that action. This is because the industry got that permission under Wage Board regulations five, and the Salary Board adopting this and under regulations as its own strengthens the industry's position, it is believed.

Kallman, Goldsmith

(*Continued from page 1*)

they will return to report their findings and recommendations to the U.A. management.

Kallman has left by air for London from where he flies to Bombay, India, for discussions with U.A.'s distributor, Western Indian Theatres, Ltd. He will also visit Burma, Ceylon, Pakistan, Singapore and Indonesia.

Goldsmith is scheduled to leave by plane July 18 for Tokyo, where he will study distribution facilities in Japan, which up to now have been handled by the Motion Picture Export Association. Hong Kong, Manila, Formosa and other Far Eastern exchange centers are also on his travel agenda,

Kallman was at one time U.A. manager in Mexico and has served with R.K.O. and other companies in various posts around the world.

Goldsmith was associated with the Universal foreign department for the past 10 years and before that represented 20th Century-Fox in the Far East and other foreign territories.

Two New Connecticut Exhibition Corps.

HARTFORD, July 9.—Two new Connecticut amusement corporations have filed certificates of incorporation with the Secretary of State's Office. They are:

Lyn-Jil Theatre Co., Stratford, authorized capital, $50,000. Incorporators are Seymour B. Levine, Stratford; Hilda L. Lipsher, North Haven; Ida M. Levine, Stratford.

Baybrook Amusement Co., West Haven. Louis Gherlone is president, Rose Gherlone is vice-president, and Dave Gherlone is secretary.

Servicemen's Prices Cut

HARTFORD, July 9.—Nathan E. Goldstein, owner of the Arcade Theatre, Springfield, Mass., has announced reduction to 40 cents, including tax, of the admission charge for men and women in uniform. Regular admission is 55 cents.

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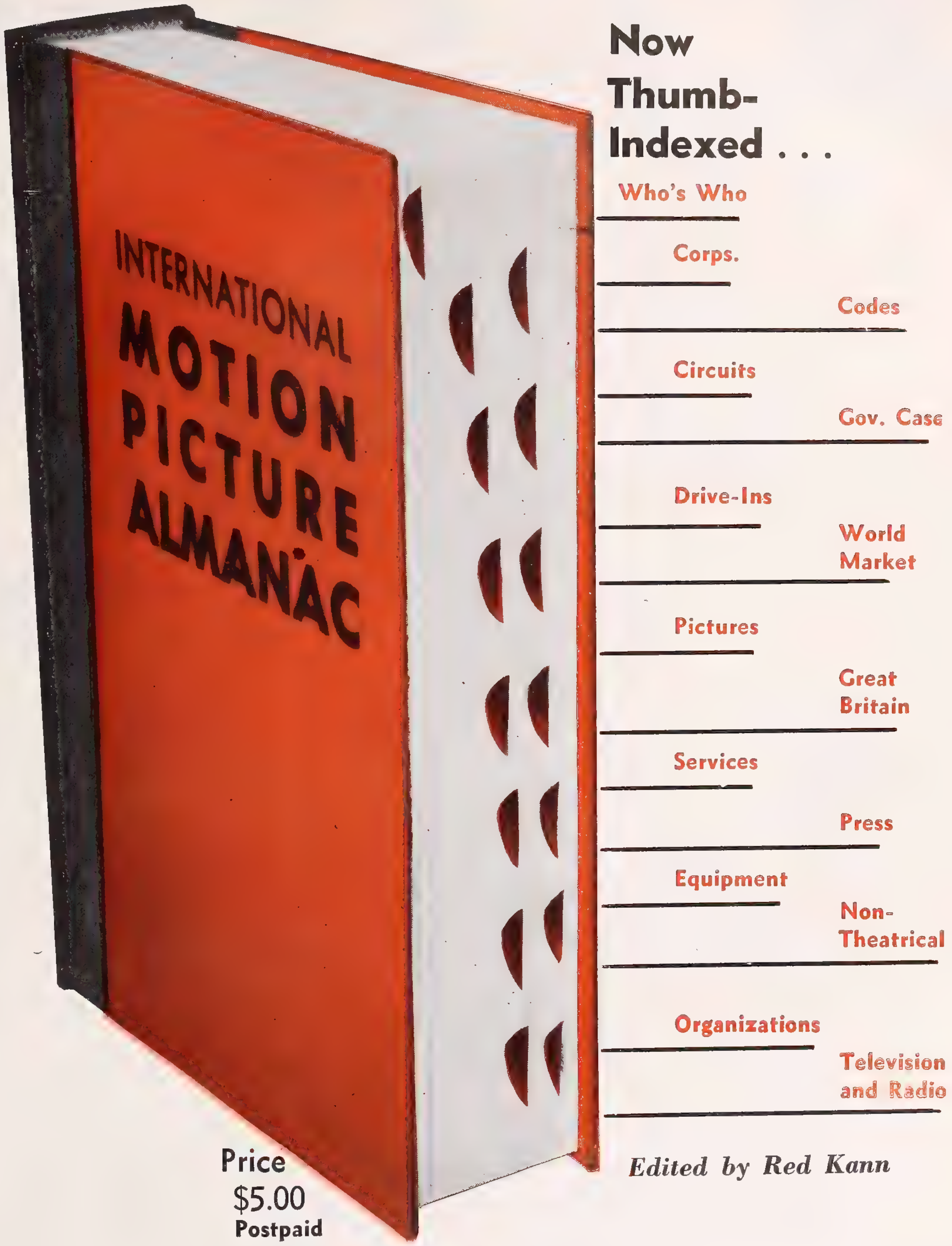

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS		UNIV.-INT'L.	WARNERS
June 3	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)		NIGHT INTO MORNING Ray Milland John Hodiak D—86 min. (Rev. 5/21/51)	NEVADA BADMEN Whip Wilson O—58 min. (5152)		FIGHTING COAST GUARD Brian Donlevy Forrest Tucker D—86 min. (Rev. 4/27/51)		(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)		(Ed Gardner) THE MAN WITH MY FACE Barry Nelson D—75 min. (Rev. 5/15/51)		ALONG THE GREAT DIVIDE Kirk Douglas Virginia Mayo O—88 min. (025) (Rev. 5/3/51)
June 10	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Rev. 5/29/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)		(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)			THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—93 min. (Rev. 3/6/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min. (Rev. 7/3/51)	(Jack Schwarz) THE HOODLUM Lawrence Tierney D—61 min. (Rev. 7/9/51)	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	
June 17	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51) SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51)	SAVAGE DRUMS Sabu Lita Baron D—73 min. (5001)	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030) (Rev. 6/28/51)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (Rev. 5/3/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min. (Rev. 6/26/51)		HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)
June 24	(July Releases)		KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (Rev. 6/21/51)			HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (Rev. 5/23/51)		(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)			
July 1	SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51)	G. I. JANE Jean Porter Tom Neal C (5012)	STRICTLY DISHONORABLE Ezio Pinza Janet Leigh CD—96 min. (Rev. 6/29/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)		THE DAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)		(July Releases)	(John Arent) CAIRO ROAD Eric Portman D		(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)
July 8	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51) BIG GUSHER Wayne Morris Preston Foster D	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)		ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)		THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	
July 15	BONANZA TOWN Charles Starrett Smiley Burnette O MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)	ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	THE RODEO KING AND THE SENORITA Rex Allen O	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (Rev. 6/12/51)	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)		COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22	(Aug. Releases)	LOST CONTINENT Cesar Romero Hillary Brooke D (5004)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)			LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	HIS KIND OF WOMAN Jane Russell Robert Mitchum D		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.			
July 29	WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min.		RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C (5113)	(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)		(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (Rev. 7/2/51)	(Aug. Releases) NO HIGHWAY IN THE SKY James Stewart Marlene Dietrich D	CLOUDBURST Robert Preston Elizabeth Sellars D		(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O	ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae M (029)
Aug. 5	PICKUP Beverly Michaels Hugo Haas D—78 min. CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D			(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D (AA20)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O	ON DANGEROUS GROUND Ida Lupino Robert Ryan D	THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	(Daniel M. Angel) MR. DRAKE'S DUCK Doug. Fairbanks, Jr. Yolande Donlan C		MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D	
Aug. 12	CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	HOME TOWN BOY Harold Lloyd C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min.	OKLAHOMA JUSTICE Johnny Mack Brown O (5144)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)			MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C	(Ernest Gartside) OBSESSED David Farrar Geraldine Fitzgerald D		IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

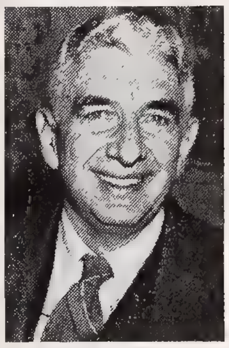
Accurate Concise and Impartial

VOL. 70. NO. 7 NEW YORK, U. S. A., WEDNESDAY, JULY 11, 1951 TEN CENTS

Says Jubilee Will 'Make or Break' Compo

Mayer Contends Agency's Future Hinges on Drive

The future of the Council of Motion Picture Organizations will hinge on the box-office jubilee which the all-industry agency has scheduled for the fall, in the opinion of Arthur L. Mayer, COMPO executive vice-president.


Arthur Mayer

Taking cognizance of the "show me" attitude which thousands of small theatre operators are said to be taking toward COMPO, Mayer observed here that the outcome of the jubilee will either "make or break" COMPO. If the COMPO box-office drive is big-

(*Continued on page 7*)

MPA Ad Unit Sets Jubilee Drive Plan

The Motion Picture Association of America advertising-publicity committee, under the chairmanship of S. Barrett McCormick of RKO Radio, yesterday reached agreement on a general outline of an advertising-publicity-exploitation program for the proposed industry box-office jubilee drive planned for the fall under auspices of the Council of Motion Picture Organizations. The committee held a

(*Continued on page 7*)

UPT - ABC Filing With FCC Delayed

Washington, July 10.—Officials of United Paramount Theatres said some "'last minute' language changes" had delayed until tomorrow or Thursday filing with the Federal Communications Commission of the petition for approval of the UPT-American Broadcasting radio-television merger.

G.M. Pay Rise Formula Won by 'Lab' Technicians

The General Motors formula for keeping wages in line with cost-of-living increases has been introduced into the film industry, it was revealed here yesterday. The formula has been applied to the 1,800 members of IATSE Laboratory Technicians Local No. 702 employed in the East.

Under a new agreement reached with the management negotiating group headed by Joseph McMahon of Republic's Consolidated Laboratories, the technicians will receive a 10 per cent pay increase with the contract reopenable next April for the purpose of adjusting wages to the New York City Consumers' Price Index sponsored by the Federal government.

If the cost-of-living shows a rise on the index next April, the technicians will receive pay increases of one cent for each point of rise. For example, if the index indicates a rise of 10 points at that time the 1,800 labora-

(*Continued on page 7*)

11 Houses in Line For Exclusive Bout Telecast Tomorrow

Eleven theatres in the East, South and Midwest will be hooked into the exclusive telecasting of the Layne-Marciano fight tomorrow night at Madison Square Garden here, and the general expectancy is that they will draw attendances equal to those reported for the two previous theatre TV fight exclusives, the Louis-Savold and LaMotta-Murphy bouts.

Except for two substitutions, the theatres which will receive the telecast of the Layne-Marciano contest are the same as those whose large screens carried the simultaneous TV report

(*Continued on page 4*)

ABPC's Improved Position Detailed

London, July 10.—The strong liquid position of Associated British Pictures Co. is further emphasized in the company's consolidated balance sheet, just issued, following earlier favorable release of its financial report, which showed an increase in net profit of £120,000 for the year ended March 31, last, over the preceding fiscal year.

The balance sheet reveals ABPC's secured indebtedness was reduced by

(*Continued on page 5*)

Krim and Benjamin Bullish on Europe

Back from a tour of Europe designed to arouse there the sort of enthusiasm that has marked recent United Artists operations in the U. S., Arthur B. Krim, company president, and Robert Benjamin, trustee, yesterday reported they are optimistic regarding the future of business on the Continent.

The report was voiced by Krim who disclosed also that while in

(*Continued on page 7*)

NPA Plans to Issue New Theatre Construction Order

Washington, July 10.—Practically all theatre building will remain banned despite a planned changeover in the government's method of controlling construction, National Production Authority officials said today.

However, there will be some changes in the exemptions for theatre alteration and repair and in the methods of getting materials for theatre projects finally permitted on appeal by the government.

Indications are that the changes will represent a tightening in the controls for some exhibitors and a relaxation for others.

The new program was outlined by NPA administrator Manly Fleisch-

(*Continued on page 5*)

MPEA Ends All Film Shipments to Japan

Irving Maas, vice-president and general manager of the Motion Picture Export Association, reported yesterday to the MPEA board at a meeting in New York that the Association is withholding shipments of product to Japan pending dissipation of the uncertainty resulting from the expressed intention of the Japanese government to limit the importation of American films to 150 annually.

Maas gave a three-hour report on

(*Continued on page 7*)

Keller - Dorian Settles Color Process Suit

Opens Way to All Films In Color, Schaefer Says

Settlement of the Keller-Dorian Colorfilm Corp. suits in U. S. District Court here against Eastman Kodak, Technicolor, Inc., and Technicolor Motion Picture Corp., which alleged a conspiracy to keep the K-D process off the market here, was announced here yesterday by George J. Schaefer, president of the plaintiff company.

According to trade reports a substantial payment was included in the settlement, but Schafer refused to comment on the reports.

Schaefer stated that with the process now becoming available to film manufacturers, and with its attendant economies, the settlement will aid the industry in meeting the demand currently being made for the production of all films in color.

Schaefer said the settlement involved termination of the license agreements

(*Continued on page 7*)

Divorcement Hit as 'Unfair' by Einfeld

Denver, July 10.—Although characterizing divorcement as "unfair" and saying many that agitated for it are now sorry, Charles Einfeld, 20th Century-Fox vice-president, declared today that 20th-Fox would bend every effort to send out more and better pictures.

He said the company would put $100,000,000 into production in the coming year in an address before rep-

(*Continued on page 7*)

60 Days More for Schine Divestiture

Washington, July 10.—The Justice Department has agreed to give Schine Circuit another two months until Sept. 11 to dispose of "about seven" theatres which, under the consent decree, it was to have sold during the second year of its three-year divestiture period. The original deadline was June 30.

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is due here from Atlanta next Wednesday.

•

ROBERT BENJAMIN, president of the J. Arthur Rank Organization here and member of the United Artists management syndicate, returned to New York from a European trip on Monday.

•

EDWIN W. AARON, Western sales manager for 20th Century-Fox, will leave here today for Los Angeles to meet with HERMAN WOBBER, Western division manager.

•

RICHARD A. HARPER, M-G-M circuit sales executive, will leave here Monday for Albany and Gloversville for conferences with branch and Schine circuit executives.

•

RICHARD SECORD, assistant manager of Loew's Broad at Columbus, O., has resigned to attend the U. S. Military Academy.

•

ROBERT J. RUBIN, assistant to BARNEY BALABAN, Paramount president, and MRS. RUBIN, have adopted a baby boy.

•

LOU J. KAUFMAN, Warner Theatre executive, left here yesterday for Ohio and will return to New York early next week.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Chicago today from Milwaukee.

•

BEN MELNICKER, M-G-M attorney, has returned here from Washington.

Marines Cite Grainger

WASHINGTON, July 10.—General C. B. Cates, Commandant of the U. S. Marine Corps, today cited producer Edmund Grainger for his "Flying Leathernecks," which was screened for the general and his staff at the Pentagon. Grainger flew in from Hollywood to attend the screening. Accompanying Grainger was Don Prince, RKO Radio Eastern publicity director, whose company is releasing the film next month.

O'Hara Flying to London Today

Washington, July 10.—Motion Picture Association of America vice-president Joyce O'Hara is slated to leave here tomorrow for New York and then for London to take part in the coming Anglo-American talks on a new film agreement. O'Hara will leave here tomorrow morning, spend a few hours in New York, and then take the plane for London late tomorrow. Preliminary talks are to start there on Friday.

$30,000,000 Slash Made In Program for Overseas

WASHINGTON, July 10.—The House Appropriations Committee today voted to give the State Department's overseas information program, including films, only $85,000,000 of the $115,000,000 it had asked for operations during the next 12 months.

This $30,000,000 cut would reduce the program's funds below the $106,000,000 it had during the past fiscal year. Much of that amount, however, was for capital outlays, so the division should still be able to operate on a stepped-up basis during the current year. In the 1949-50 fiscal year its budget was only $36,900,000.

The Committee did not specify how much of the cut should be borne by the international motion picture division. That division had asked for $13,074,035 this year compared with $11,803,000 in the 1950-51 fiscal year and $2,485,409 in the previous 12 months.

The action of the Committee still must be approved by the House. Then the bill will go to the Senate, where changes can be expected.

In another action, the House group cut the funds for the Justice Department's anti-trust division. It voted only $3,200,000 for this agency, $550,000 less than last year's appropriations and $500,000 below the amount requested.

Mexicans May Ban 'Great Caruso'

MEXICO CITY, July 10.—Metro's "The Great Caruso" will be banned from exhibition in Mexico, France, Spain and several Central and South American countries if the Mexican Society of Authors, Composers and Publishers of Music enforces the boycott it voted on the ground that a song in the film, "The Most Beautiful Night of the Year," credited to Irving Aronson, is said to have the exact music of "Over the Waves," waltz by the late Juventino Rosas, Mexican composer. However, the Society will cancel the boycott if Metro gives Rosas credit for the song's music. The Society expects to enforce the boycott abroad through affiliations it has with composer, publisher and musicians unions.

Lazarus Ad Head of M-G-M Affiliate

Ted Lazarus has been appointed advertising and sales promotion manager of station WMGM by Bertram Lebhar, Jr., director of the station and of Metro-Goldwyn-Mayer Radio Attractions.

Before joining the 50,000-watt M-G-M station in New York, Lazarus was an account executive at Donahue and Coe and later advertising manager of Eagle Lion Classics.

Columbia Dividend

Columbia Pictures' board of directors yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on Aug. 15, to stockholders of record on Aug. 1.

Report Philippines Limiting Imports

Washington, July 10. — The Motion Picture Association of America has asked the U. S. State Department to investigate a reported Philippine government action to limit the importation of films, it was disclosed here today.

Large Field Staff To Spur 'Cyrano'

A large staff of special field men is being used in connection with the general release of Stanley Kramer's "Cyrano de Bergerac," it was announced here yesterday by Max E. Youngstein, UA vice-president.

Lloyd Leipzig, who handled the July 4 popular premiere at the RKO Albee, Brooklyn, with Murray Roman, is working on the campaign with the RKO circuit throughout the Metropolitan New York area and Newark.

Other field men and their territory follow: Arthur Jeffrey, Herbert Lyon, Norman Pader, Chicago; Joe Mansfield, Josh Levin, Boston; Charles A. Moses, Cleveland, Cincinnati and Dayton, assisted by John Thompson, Ben Kaufman, and Milton Harris.

Charles Baron and Jules Schwerin, Detroit; Max Miller, Philadelphia; Hal Marshall, Washington; John Markle, Kansas City and other Midwestern cities; Howard Pearl, Minneapolis and St. Paul; Arthur Canton, Syracuse, Rochester and Buffalo; Peter Bayes and Len Simpson, Denver.

Meanwhile, Harold J. Salemson, field supervisor for the "Cyrano" general release, is on a 10-day tour through Midwest and Southern cities to coordinate the work of UA field representatives. He will work out of Chicago, Detroit and Dallas.

Set Festivities for 'Warpath' Premiere

The world premiere of Paramount's "Warpath" will be held in Billings, Montana, on Friday at the Fox and Babcock theatres, it was announced here by Jerry Pickman, director of advertising and publicity.

Festivities in conjunction with the opening will continue through July 14, with the stars of the Nat Holt picture and other visiting luminaries participating in the two-day celebration. Mayor Tom T. Rowe has issued a proclamation officially designating July 13 and 14 as "Warpath Days," and has requested all citizens to "go Western" for the occasion.

'One World Award' To Lazar Wechsler

The "One World Award for Motion Pictures" for 1951 will go to Lazar Wechsler, Swiss producer of the current "Four in a Jeep," it was learned here yesterday from the One World Award Committee. The award in previous years has gone to Darryl F. Zanuck (1945), Fredric March (1947), Dore Schary (1948), John Huston (1949), and William Wyler and Stanley Kramer (1950).

Newsreel Parade

THE spectacular gas explosion in Newark, Malik's departure for Russia, Dewey's tour of the Far East, and Korean truce moves are current newsreel highlights. Other items include tennis and baseball. Complete contents follow:

MOVIETONE NEWS, No. 56—New Jersey gas explosions. Malik sails for home. U. S. pilot freed by Czechs. Gala premiere of "The Frogmen." India's Nehru. Navy plane is world's fastest. Sports: Savitt wins Wimbledon crown. Near tragedy mars carnival.

NEWS OF THE DAY, No. 290—Newark gas explosions. Truman presents Congressional medals. Malik's departure. Dewey arrives in Tokyo. Navy's Sky-rocket. U. S. tennis star wins at Wimbledon.

PARAMOUNT NEWS, No. 93—Big blast in Newark. Paris is 2,000 years young. People in the global spotlight: Jacob Malik. Thomas E. Dewey. Lieutenant Luther Roland. Supersonic rocketship makes history. Beating the heat.

TELENEWS DIGEST, No. 28A—Oil tanks explode in Newark. Douglas Skyrocket sets record. Malik goes home. Reds gain in Finland's elections and tension mounts. Czechs free U. S. jet pilot. Korea truce train readied. N. Y. Yankees fall to third place.

UNIVERSAL NEWS, No. 472—Explosion damage reaches $5,000,000 in New Jersey gas blast. Freeman Medal. Sugar crop in Puerto Rico. Rocket plane. Sports: Savitt wins Wimbledon contest. Timber carnival in Oregon.

WARNER PATHE NEWS, No. 95—Gas tank blasts rock Newark. Russia's Malik goes home. Iranian premiere meets the press. Dewey reaches Tokyo on Far East tour. Wild West square-dance. World's fastest plane.

Appoint Atchley to UPT Research Post

The appointment of Dana W. Atchley, Jr., as coordinator of technical research for United Paramount Theatres, was announced here yesterday by Leonard H. Goldenson, UPT president. He will be responsible for UPT'S operations in the fields of theatre television, motion picture exhibition and radio and TV broadcasting.

A graduate of Harvard and a member of the Institute of Radio Engineers, Atchley has held prominent positions in the field of nuclear electronics as a former executive with Sylvania Electric Products, Inc.

Sachson Affiliates With Cite of France

A partnership for distribution of French films has been set up in New York between Arthur Sachson Enterprises and Cite Films of Paris. Cite is headed by Jacques Bar, producer.

The first of Bar's films for which Sachson Enterprises is handling distribution arrangements is "Mr. Peek-A-Boo." The U. S. version is in English, having been shot simultaneously in French and English. A German language version is about to be made by Bar in Germany.

The new Sachson-Bar association will also handle distribution of films made by other European producers.

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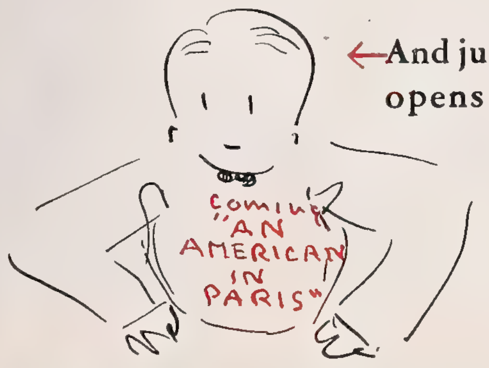
NOTHING WRONG WITH THE MOVIES THAT AN M-G-M MUSICAL CAN'T CURE!

M-G-M's TECHNICOLOR MUSICAL PARADE MARCHES ON!

At press time M-G-M launched its famed "Show Boat". First 3 days does "Caruso" and "King Solomon" biz in Frisco. Best in 6 years in Detroit. Tops M-G-M's biggest in Philly, Atlantic City and Wildwood, N.J. Following "Show Boat" comes still another M-G-M Technicolor Musical smash, "Rich, Young and Pretty". Previewed in neighborhood theatres East and West, audience surveys rate it tops for youthful talents, romance, great songs and sure-fire appeal. A lusty addition to M-G-M's great Technicolor Musical Hits!

M-G-M presents "RICH, YOUNG AND PRETTY"
starring JANE POWELL • DANIELLE DARRIEUX
WENDELL COREY • FERNANDO LAMAS • with
Marcel Dalio • Una Merkel • Richard Anderson • Jean Murat
And Introducing VIC DAMONE • Color by TECHNICOL
Screen Play by Dorothy Cooper and Sidney Sheldon
Story by Dorothy Cooper • Directed by Norman Taurog
Produced by Joe Pasternak • An M-G-M Picture


COMING "AN AMERICAN IN PARIS"

←And just wait till he opens his mouth!

Extra! Unheralded, unannounced, two surprise Previews of M-G-M's famed "QUO VADIS" to thunderous ovations at Berkeley and Frisco, Cal. Truly the opening shots of a Fame to be heard 'round the world! *(See* LOOK, *out July 17th, for "Quo Vadis" section, biggest ever given a motion picture.)*

NETTC, Allied Meet On Theatre TV Plans For FCC Hearing

Washington, July 10.—Top officials of the National Exhibitors Theatre Television Committee and Allied States Association met here today to discuss plans for exhibitor testimony before the Federal Communications Commission's theatre television hearings in the fall.

All participants refused to comment on the meeting or to say whether there was any possibility of Allied coming together with NETTC for the presentation.

Representing NETTC at the meeting were Mitchell Wolfson, Si Fabian, Gael Sullivan. Attorney Marcus Cohn and engineer C. M. Jansky, Jr. Allied officials at the meeting were Trueman T. Rembusch, Abram F. Myers and Wilbur Snaper.

Allied has been insisting that exhibitors should seek frequencies in the VHF band ,asking the FCC to force broadcasters to vacate these frequencies. The Theatre Owners of America, which dominates NETTC, has been recommending use of the ultra-high frequencies.

MPAA TV Group Confers On Aspects of Bid to FCC

With further meetings scheduled, the television committee of the Motion Picture Association of America conferred here yesterday with TV engineers Frank McIntosh and Andrew Anglis, whom the Association has engaged, on the technical aspects of the presentation which will be made to the Federal Communications Commission for the allocation of TV channels for the industry.

Present at yesterday's meeting were Kenneth Royall, Paul Raibourne, Edward Cheyfitz, Leopold Friedman, Earl Sponable, Frank Cahill, E. J. Smith, Ted Black and Ralph Cohn.

Bout Telecast

(*Continued from page* 1)

of the LaMotta-Murphy bout on June 27.

The substitutions are the Lincoln in Philadelphia for the Lincoln in Washington, and the Regent in Baltimore for the Metropolitan in the same city. The other nine are: Fabian's Palace, Albany, N. Y.; Stanley, Philadelphia; Loew's Century, Baltimore; RKO Keith, Washington; National, Richmond; Fulton, Pittsburgh; RKO Palace, Cleveland; and State Lake and Tivoli, Chicago.

CBS Color TV Show In Chicago July 16

Columbia Broadcasting System, in cooperation with its subsidiaries, Columbia Records, and CBS-Columbia, will give special demonstrations of color television at the annual National Association of Music Manufacturers show in Chicago, July 16-19.

The demonstrations, which will be held in the Wrigley Building auditorium of WBBM, CBS-owned station in Chicago, have been scheduled to give the thousands of television set buyers who attend the music show an opportunity to see in operation the new line of combination color and black-and-white receivers of CBS-Columbia.

SAYS INDUSTRY 'WEEPING' COST CONFIDENCE OF THE PUBLIC

Columbus, O., July 10.—"Weeping" by film exhibitors and studio executives was given principal blame for a purported public loss of confidence in the industry by Norman Nadel, theatre editor of the *Citizen*. But Nadel was glad to note that most industryites have stopped weeping and are attempting to bolster confidence in the future of films.

Discounts Effect of TV

Nadel discounted the effects of television on film business.

"It was true that people making payments on TV sets would not have as much money to spend on movies. It also was true, if they would have bothered to check, that once the television set was paid for, the customers began dropping into movie houses again.

"If the movie men had opened their eyes, they might have noted that other businesses were suffering income reductions—department stores, for example. But were the store executives crying? Not so the public could notice it. As a result, these other businesses maintained the public's confidence and trust, while the movie business lost it. The customers became wary of a business run by weepers—a business that apparently was dying, to listen to the men in it.

"Now there are optimistic notes, but it is hard to convince the public that the film industry is a healthy one, with a long, secure future. There's been too much weeping."

Deal for Republic Films for TV Seen

Hollywood, July 10.—A deal for television station KNBH, NBC outlet here, to acquire 26 features and 48 serial episodes from Republic for $77,000 may be consummated tomorrow, according KNBH's Robert Guggenheim, who negotiated the purchase with Earl Collins, head of Republic's subsidiary Hollywood Television Service.

Reaches Final Stages

The deal, which will be the first disposal of Republic films for television if concluded, reached the finalistic stage yesterday when KNBH agreed to meet new demands by the American Federation of Musicians for payment of five per cent of whatever difference there may be between the price Republic gets from the station for films and the figure obtained from the sponsor.

The pictures were all produced before 1945 and will be shown at the rate of one picture or serial weekly, according to the deal outlined, although the agreement is now oral. So far Guggenheim expects to reduce it to contract status tomorrow. Neither Collins nor other Republic executives were available for confirmation today.

Sawyer in Video Bid

Columbus, O., July 10.—U. S. Secretary of Commerce Charles Sawyer has bid for the purchase of radio station WCOL, local ABC outlet, from Lloyd Pixley. The FCC must approve the transaction. Sawyer owns stations WING, Dayton, Ohio, and WIZE, Springfield, Ohio. Pixley recently purchased WLOK at Lima, Ohio.

CBS-TV Promotes Hylan

William H. Hylan has been named assistant sales manager for the Columbia Broadcasting System's television network in charge of CBS-TV color sales, it was announced by David V. Sutton, CBS-TV sales manager. Associated with CBS since 1937, he had been a CBS-TV account executive since April 1948.

RKO Filming Spurt, Seven New Ones Set

Hollywood, July 10.—In a sharp upsurge in production, RKO Radio will put seven pictures before the cameras within the next three weeks.

Filmakers' "Day Without End" is slated to go on the sound stages tomorrow. Produced by Collier Young and directed by Harry Horner, its cast is headed by Ida Lupino, Robert Ryan, Barbara Whiting and Taylor Holmes.

Jerry Wald and Norman Krasna will begin three, all of which will be produced by Harriet Parsons. "High Heels," on which Gordon Griffith is associate producer, starts July 16; "Clash By Night" goes July 28 and "Size 12" tees off July 30.

Producer-Director Howard Hawks takes a company of 300 to the Jackson Hole country July 23 for Winchester Pictures' "The Big Sky." Kirk Douglas heads the cast.

Edmund Grainger has set July 30 as the starting date for "The Korean Story," in which Robert Mitchum will be starred. Tay Garnett will direct, with much of the filming slated for actual locations in Japan and Korea.

Producer Gabriel Pascal will start camera work on George Bernard Shaw's "Androcles and the Lion," on Aug. 1. Chester Erskine will direct a cast topped by Jean Simmons, Victor Mature, Alan Young, Robert Newton and Maurice Evans.

Continuing before the cameras at RKO until July 18 will be "A Girl in Every Port," which Irwin Allen and Irving Cummings, Jr., are producing. Groucho Marx, Marie Wilson and William Bendix head the cast; Chester Erskine directs.

Mexico to Hold Its 1st World Film Fair

Mexico City, July 10.—The Mexican government is actively participating in plans which the trade is making for Mexico's first world film fair in Acapulco, popular historic Pacific port resort, from Feb. 1 to 15. The government is represented by J. J. Castillo Lopez, chairman of the National Cinematographic Board of Censorship. He is working with Leopoldo Pastor, chairman of the trade's arrangements committee.

Paper Pays Tribute To Kermit Stengel

Nashville, July 10.—The Nashville *Record* has published a "salute" to Kermit C. Stengel, with Crescent Amusement Co. since 1934 and now its executive vice-president. In the financial and investment business in Nashville from 1925 to 1934, Stengel is widely known to the film industry as the principal film buyer for Crescent.

Ruling on 'Miracle' Appeal Due Today

Albany, July 10.—The court of appeals will announce its decision tomorrow afternoon on the appeal argued June 1 by Joseph Burstyn, Inc., from the decision of the Board of Regents revoking the license for "The Miracle" on the grounds that it is "sacrilegious."

The judges saw a screening of the Italian film in Madison Theatre before the case was heard.

Since arguments were made, Charles A. Brind, Jr., Regents' counsel, filed a brief; Ephraim S. London, Burstyn's attorney, filed a supplementary answering brief. The American Jewish Congress also filed a brief, urging the Regents be overruled because the action in reversing the State Education Department's motion picture division allegedly violated the principle of the freedom of religion guaranteed by the U. S. Constitution.

Burstyn has said that if the decision were adverse to him in the state's highest tribunal, he would appeal to the U. S. Supreme Court.

AA Sets Release for Disc Jockey Tieup

Allied Artists has set Aug. 23 as the release date for its musical special, "Disc Jockey," to tie-in with "National Disc Jockey Week," Aug. 20 to 26, it was announced here by Morey Goldstein, sales vice-president.

The picture, produced by Maurice Duke, will get a simultaneous world premiere in 31 key cities during the week's celebration honoring radio and TV platter-spinners. Twenty-eight of the nation's top disc jockeys from 21 different cities are featured in the picture which stars Ginny Simms and Tom Drake.

James Alexander in New Post at U-I

James Alexander, manager for Universal-International in the Dominican Republic, has been named to the post of home office representative in Panama. Morris Paiewonsky succeeds Alexander in the Dominican Republic.

James Alexander joined Universal-International as manager of the Tunis branch in Aug., 1947.

Wife of Abe Kaplan

Chicago, July 10.—Funeral services were held here last Friday for Anna Kaplan, wife of Abe Kaplan, who manages the Bell Theatre. She also is survived by two sons, Meyer and Leon, who are part owners of the Avenue, Bell, and Savoy Theatres. Interment was at Westlawn Cemetery.

NPA Plans

(*Continued from page* 1)

mann following a meeting with the agency's construction industry advisory committee. The idea is for a complete changeover in the construction control order, scrapping the present M-4 regulation and replacing it with a new order putting construction projects on a basis similar to manufactured items under the Controlled Materials Plan.

This means that approved projects would not only get a green light to go ahead, but would also get government allocations of steel, aluminum and copper for the building.

NPA officials said that under the new order, to be issued within the week, all types of building on list "A" of the M-4 order, including indoor and drive-in theatres, would remain banned. However, there would be the same provision for appeal in hardship cases, and if the appeals were approved, the exhibitor would get allocations of steel, aluminum and copper.

There would be a flat exemption from the order for any project—new, alteration, repair, installation — that would not use less than two tons of steel, 200 pounds of copper and 100 pounds of aluminum in any quarter. This exemption would replace the present $5,000 annual construction exemption and probably also the present $2,000 annual exemption for installing personal property, though this latter point was not clear.

Para. Int'l Workers Ask Strike Approval

Richard F. Walsh, IATSE international president, is studying a request by Motion Picture Home Office Employes Local No. H-63 to call a strike of "white collar" workers at Paramount International here.

The local is seeking a 10 per cent pay increase plus automatic cost-of-living bonuses to be determined every six months under a two-year pact. The company rejected this proposal and submitted an offer of $4 per week pay raise. At that point the Paramount International workers voted to request strike permission.

UA Swiss Post Goes To Leon A. Favre

Leon A. Favre has been named United Artists manager in Switzerland, succeeding Constantin Goldin, resigned, it was announced here by Al Lowe, general manager of U.A.'s foreign department.

Favre has been in sales and publicity with 20th Century-Fox in the territory.

ABPC Details

(*Continued from page* 1)

over £1,000,000 ($2,800,000) during the past fiscal year. Current assets exceed liabilities by £123,560, compared with the previous year's deficiency of £100,762. The reserve fund has been increased to £4,000,000, double the nominal value of the ordinary stock.

Financial quarters agree that operating results would justify an increased dividend but concur in management's decision not to take such action at this time in view of the continued necessity to improve the company's liquid resources, as well as the uncertain outlook created by the impending increase in the entertainment tax and new demands for wage increases in the industry.

In a statement to stockholders, Sir Philip Warter confirms the downward trend in theatre attendance, particularly in the London area, but claims that this is being offset by rigorous control of expenditures and increased sales of refreshments in theatres.

Warter affirms the belief that the extension of the Eady Plan will go a long way toward fostering a stable production industry here.

Reviews

"Never Trust a Gambler"

(*Columbia*)

DANE CLARK starts out as an object of sympathy but soon proves himself a worthless killer in "Never Trust A Gambler." The picture develops along lines common to most melodramas, but its action is continuous so that interest is sustained throughout. The cast is a competent one. Cathy O'Donnell portrays Clark's estranged, school-teaching wife and Tom Drake and Jeff Corey are the persistent detectives.

As the story opens, Clark is in flight from the police who want him as a material witness. Clark justifies his elusiveness with the claim that his testimony might convict an innocent man of murder.

Even though separated from Clark, Miss O'Donnell still loves him and allows him to hide out in her apartment. One day an inebriated detective gets fresh with Miss O'Donnell, whereupon Clark comes bouncing out of a rear room to defend her. In the scuffle that ensues the detective is killed. This marks the beginning of Clark's undoing, but it is as it should be, since it emerges that he was the actual killer in the previous murder.

What follows is an intense flight from the police. Miss O'Donnell at first goes along with Clark because of devotion. Then learning of his previous crime, she rebels but is forced to remain with Clark through threats and violence. Good detective work finally hems Clark in. The finale pits him against the police in a shipyard battle with giant steel girders serving as the backdrop.

A fall sends Clark to his death, and thus the way is paved for a new romantic future for Miss O'Donnell with Drake.

Louis B. Appleton, Jr., and Monty Shaff produced and Ralph Murphy directed, from a screenplay by Jesse L. Lasky, Jr. and Jerome Odlum.

Running time, 79 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"Savage Drums"

(*Lippert*)

BEHIND the routine melodramatics used as a springboard for Sabu, there is an aspect to this picture which may earn it a greater popularity than its professional merits would suggest. The screenplay, by Fenton Earnshaw, concerns a treaty offered to a small island kingdom off the South China coast by the United States, a pact offering economic aid and promising military assistance if required, and the means by which an Asiatic Communist power (not explicitly identified) undertakes to thwart acceptance of the treaty. In part because of the film's intrinsic slowness and the lack of technical polish, the basic issues are spelled out in such extended detail that even the most backward of the peoples to whose attention the picture may one day come cannot help but understand them. This long-range value may be the picture's best asset.

Sabu plays the island king, who gives up a career as an American boxer to assume the throne after his brother is murdered. His is the only name with marquee strength. On his return to his people he discovers that his cousin, who has reigned for a brief interim period, leads the faction opposing the treaty. Sid Melton and Bob Easton, Americans who have returned with him, figure in a snarled skein of intrigue and violence, including an invasion by the aggressive power, which gets unravelled in time for an all-out battle after which the king is restored to power and the treaty is signed.

William Berke produced and directed, and Murray Lerner was executive producer.

Running time, 70 minutes. General audience classification. Release date, not set.

"The Big Gusher"

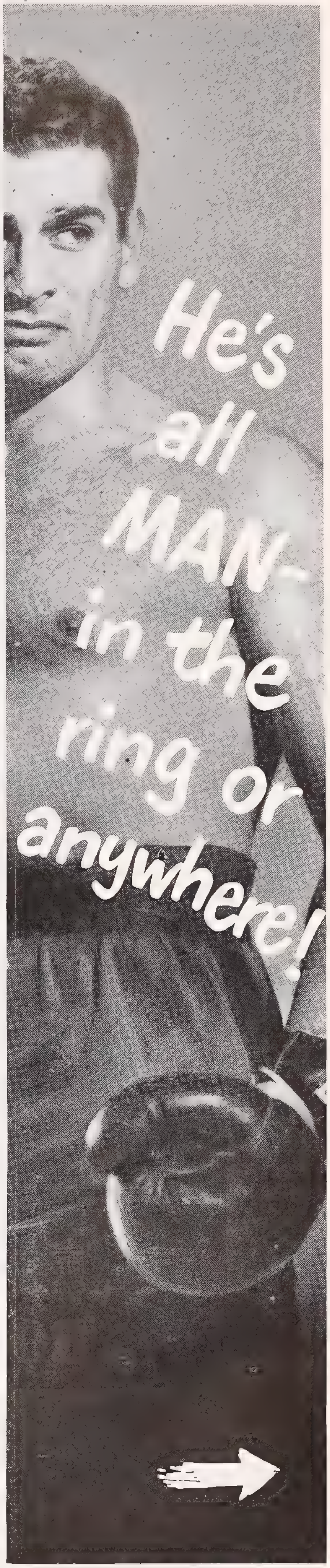
(*Columbia*)

THE pattern of "The Big Gusher," produced by Wallace MacDonald and directed by Lew Landers, is as old as the hills, but, nevertheless, it does have entertainment value, thanks, mostly, to its capable cast, led by Wayne Morris, Preston Foster and Dorothy Patrick, and including, for support, Paul E. Burns, Emmett Vogan, Eddie Parker and Fred F. Sears. Special attention is due to Mischa Bakaleinikoff for his splendid musical direction.

Daniel Ullman's screenplay, adapted from Harold Greene's story, has Morris and Preston, two veteran oil drillers go into business on their own. Foster, a two-drink-limit man, is tricked into buying a deed for what is apparently a worthless tract while he is drunk. The trickster is Dorothy Patrick. Paul E. Burns, an old-timer who finds oil with a divining rod, claims the property contains oil and persuades the boys to work it. Miss Patrick cuts herself in as a partner after getting Preston drunk a second time, and the quartet goes to work. They have only 60 days in which to strike oil. Everything happens in the last five minutes of the 60th day. The gusher comes through, the villain is foiled and Preston goes into a clinch with Miss Patrick, who had reformed midway in the picture.

The picture has some exciting highlights, notably a dramatic oil field fire which Morris and Foster defy in Martian-like asbestos suits.

Running time, 68 minutes. General audience classification. July release.



HE MADE THE CROWD PAY TO HATE HIM

...and he made her pay for loving him!

..but she challenged the fury of his fists with the softness of her arms—to tame him in the only way a woman could..!

"IRON MAN"

Starring **JEFF CHANDLER · EVELYN KEYES · STEPHEN McNALLY**

with **ROCK HUDSON · JOYCE HOLDEN**

Screenplay by GEORGE ZUCKERMAN and BORDEN CHASE · Based on the story by William R. Burnett

Directed by JOSEPH PEVNEY · Produced by AARON ROSENBERG · A Universal-International Picture

Universal International

U-I makes the pictures with the BUILT-IN-PROFIT!

Mayer Says

(Continued from page 1)

scale and successful those in the industry who have been hesitant about the organization can be expected to rally to it to the extent that COMPO's future will be decidedly bright, Mayer believes.

Mayer was reluctant to discuss COMPO's finances beyond reporting that "some" revenue flow is evident. He added that it was likely that an official report on COMPO's fiscal affairs would be made "in about a week." In unofficial quarters meanwhile the opinion is widespread that COMPO is being run on revenue that is 80 per cent under the $600,000 annual income which was foreseen last August when Mayer accepted the executive vice-presidency.

Mayer has many times praised the COMPO financing contributed by the Motion Picture Association of America and the larger circuits. He regards it a serious mistake, however, that a substantial treasury was not set up prior to the launching of the agency on its work.

Expressing admiration for the planning for the box-office drive which has been undertaken by the exhibitors of Texas under the joint direction of Robert J. O'Donnell and Col. H. A. Cole, Mayer indicated that other sections of the country soon may present programs for similar drives. He said he expected the Texas drive would be an immense success, and added that in his opinion such an outcome would be due in large measure to the personalities of the two who are directing the planning.

Asked if he intends to remain in his COMPO post when his first year expires in August, Mayer was noncommital. He reminded that he did not have a contract but was employed on a year-to-year basis. The same applies to others in key posts at COMPO's headquarters here, including Robert W. Coyne, special counsel; Charles E. McCarthy, information director, and Dick Pitts, editorial director. Each will soon have to decide whether he will remain with COMPO for another year. None has made plans for vacationing this summer, although vacation periods have been allocated among members of the COMPO clerical staff.

MPEA, Japan

(Continued from page 1)

world film conditions to the board following his return from the Far East where he was actively engaged in an attempt to obviate the institution of a Japanese film quota.

It was when the Civil Information and Education Section of the U. S. Military Government in Japan announced earlier this year that the Japanese government could take over control of the distribution of American pictures that the latter signified its intention to establish an import quota.

Maas reported that MPEA European headquarters have been shifted from Prague to Vienna, the transfer marking the exit from the Czech capital of the last U. S. businessman there, Louis Kanturek, MPEA European representative.

Keller - Dorian Settles Suit

(Continued from page 1)

of 1927 and 1930 between Keller-Dorian Colorfilm Corp. and Eastman Kodak, and the granting of new licenses for a period of 15 years on the K-D patents, the Kislyn patents and the Eastman Kodak patents, all relating to the lenticulated color film process.

A new corporation, Lenticolor, Ltd., holds all the patents or has the right to grant licenses on them. It has issued a license to Eastman on the K-D and Kislyn patents under which Eastman has agreed to make lenticulated film available to the industry.

The lenticulated process, Schaefer said, has been perfected under the patents referred to, but the film has not been available previously because of the litigation. Now, under the settlement, other film manufacturers can obtain from Lenticolor, Ltd., licenses under the K-D, Kislyn and Eastman Kodak patents.

Schaefer said lenticulated film can be used with standard studio camera equipment, can be processed by regular studio and commercial laboratories, and screened within 24 hours after shooting. It is a three-color process and claimed to be lower in cost than other color processes on the market.

The litigation here was begun in 1948. Earlier litigation was begun in Paris by the French Keller-Dorian company involving the same defendants and similar charges, and asking approximately $28,000,000 in damages. A French court dismissed the latter complaint last week.

Schaefer said the outcome of the French suit had no bearing on the settlement of the suit here; that terms of the settlement had been agreed upon previously and were being held in abeyance pending disposition of the litigation in France.

Dr. Herbert T. Kalmus, Technicolor president, who interrupted a Cape Cod, Mass., vacation to attend a Technicolor board meeting here yesterday, when asked to comment on the settlement said he would stand on the statement he made on his return from a European trip in late June. At that time he said, in effect, that Technicolor is prepared to make use of any other color process which its tests prove to be commercially suitable.

"Claims of lower costs remain to be proven," he said, pointing out that Technicolor is a complete system in itself.

Efforts to reach Eastman Kodak officials for comment were unsuccessful yesterday.

MPA Ad Unit

(Continued from page 1)

luncheon-meeting yesterday at the St. Moritz Hotel here.

The outline agreed upon is subject to approval by the national distributors committee of the MPAA, which is under the chairmanship of Ben Kalmenson of Warner Brothers. The form in which it emerges after the Kalmenson committee considers it at a meeting here tomorrow will be subject to the approval of the presidents of the MPAA member companies who represent the MPAA executive board.

The agreement reached by the ad-publicity group was built on suggestions submitted by sub-committees on advertising, headed by Howard Dietz of M-G-M, and exploitation, headed by Charles Simonelli of Universal. The latter and McCormick did the work of collating the suggestions.

Attending the luncheon-meeting as guests were Arthur L. Mayer, executive vice-president, and Charles E. McCarthy, information director of COMPO. Present, in addition to McCormick, Dietz and Simonelli, were: Mort Blumenstock, Sid Blumenstock, Steve Edwards, Philip Gerard, Gilbert Golden, Jerome Pickman, Arthur A. Schmidt, Silas F. Seadler, Madeleine White, Sid Schafer, Sterling Siliphant, Joe Gould, Max E. Youngstein and Alfred F. Corwin.

'Lab' Technicians

(Continued from page 1)

tory workers each will receive 10 cents per week more in their paychecks. Should the index show a decline, however, there will be no downward adjustment of wages under the new contract.

The membership of Local 702, which is headed by John Francavilla, has approved the new agreement and checks for pay increases retroactive to last April, when the previous contract expired, are expected to be delivered shortly.

Einfeld Hits

(Continued from page 1)

resentatives of the Fox Inter-Mountain Theatres here. Einfeld said that films would go to the showmen that could get the money out of them and at least get 20th back its money or he would not be sure what kind of films theatres would be showing thereafter. He predicted that after divorcement the making of films would become more of a gamble.

The packed audience of Fox Inter-Mountain Theatres' personnel and a large number of independent exhibitors, heard Einfeld outline plans for promoting "David and Bathsheba." He declared that 20th-Fox is ready to help to defray extra expenses where the theatre wanted to aggressively advertise a film. He predicted that every person in the country would be reached at least seven times by "David and Bathsheba" advertising. He told of other 20th-Fox films, especially of the San Francisco campaign on "The Frogmen." He said that 20th-Fox salesmen would work with exhibitors in working out a share of the expense of enlarged drives and that salesmen and managers would go as far as to ring doorbells with exhibitors to get folks film minded.

At the close of the meet, Frank H. (Rick) Ricketson, president of Fox Inter-Mountain Theatres, declared "that even after a divorce that old girl friend was the best," and that Fox Inter-Mountain would no doubt be bidding and paying premium prices for 20th-Fox product. Governor Dan Thornton welcomed the members at a luncheon yesterday.

Mehren to 'TV Time'

Los Angeles, July 10.—Appointment of Edward Walsh Mehren to the board of directors of *TV Time*, a weekly video Coast news magazine, has been announced by George Bookasta, founder and editor of the publication.

Gangster and Horror Out for the Summer

Toronto, July 10.—The independent Centre Theatre at St. Catharines, Ont., has announced a family policy for the months of July and August. "No adult, gangster or horror pictures will be shown. Bring or send the kiddies to the Centre often. A capable matron will be in attendance," said the formal announcement.

'Francis' Premiere at 12 Jersey Houses

Twelve motion picture theatres in New Jersey's Monmouth and Ocean Counties yesterday completed arrangements for a simultaneous special shore premiere on Thursday, July 19, of Universal-International's "Francis Goes to the Races," featuring Francis, the "talking mule." This will be the first time a "day-and-date" premiere involving as many New Jersey theatres has been held.

The premiere was set up with officials of Universal-International by Walter Reade, Jr., president of Walter Reade Theatres, and Lee Newbury, head of Newbury Theatres. Participating theatres, and their playdates for the comedy, are:

Walter Reade Theatres: Paramount, Asbury Park, July 19-25; Paramount, Long Branch, July 19-21; Carlton, Red Bank, July 19-21; Strand, Freehold, July 19-21. Newbury Theatres: Palace, Bradley Beach, July 22-23; Rivoli, Belmar, July 19-21; Algonquin, Manasquan, July 22-23; Arnold, Point Pleasant, July 19-21; Colonial, Seaside Park, July 19-21; Lavallette, Lavalette, July 19-21; Lorraine, Bay Head, July 23-24; and Ritz, Spring Lake, July 19-21.

Krim and Benjamin

(Continued from page 1)

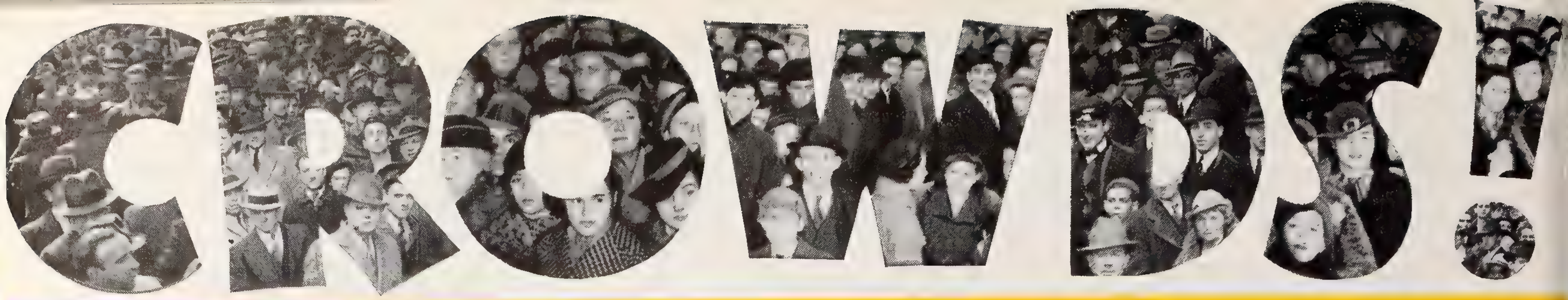
France he appointed Charles Smadja to the post of European sales manager for UA.

Krim said the company will retain all subsidiaries it has scattered across Europe, will strengthen them and perhaps increase their number. UA has in Europe at present five subsidiaries and seven agencies handling its product. The former are located in France, Belgium, Switzerland, Denmark, Sweden and Germany. Krim said it will be decided within a month whether reorganization of activities will be instituted in Italy and Spain which he described as "two important territories."

EXCELLENT OPPORTUNITY

MIDWEST DIVISION MANAGERSHIP FOR FOREIGN FILMS IS OPEN FOR EXPERIENCED MAN.

Sales and Exploitation background required. Contacts with leading circuits and territorial film buyers of Chicago, Kansas City, Omaha, Denver, Minneapolis, Milwaukee and St. Louis essential. Send complete resume and any other pertinent information to Box 460, Motion Picture Daily, 1270 Sixth Ave., New York 20.



CROWDS!

at the

RKO ALBEE THEATRE, B'KLYN, N.Y.C.

where

STANLEY KRAMER'S PRODUCTION OF

Cyrano

in its *Premiere*
"FIRST TIME AT POPULAR PRICES"
Engagement

has walloped home

BIGGEST DAY

including Saturdays, Sundays, Holidays in over a year!

And watch the records fall starting mid-July in New York, Los Angeles San Francisco, Chicago, Detroit and hundreds of other key dates!

Academy Award Winner

JOSÉ FERRER **Cyrano** de Bergerac
co-starring
MALA POWERS with William Prince · Morris Carnovsky · Ralph Clanton · Produced by Stanley Kramer
Directed by Michael Gordon · Screenplay by Carl Foreman
Associate Producer George Glass · Music by Dimitri Tiomkin

thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 8 NEW YORK, U. S. A., THURSDAY, JULY 12, 1951 TEN CENTS

Another NPA Interpretation On Building

Says Some Phases of Earlier Ruling Erroneous

WASHINGTON, July 11.—National Production Authority officials emphasized today that nothing is yet definite on the new set-up on controlling theatre building, and that nothing will be sure until the new order is actually issued sometime within the next week.

They admitted, moreover, that one or two statements given the press yesterday now seem in error. According to the latest interpretations, here is the way the situation is likely to shape up:

The present M-4 construction control order will be scrapped;

New theatre building will remain banned under a new construction order, unless it can be accomplished with less than two tons of steel, 200 pounds of copper or 100 pounds of aluminum — virtually prohibitive for all except possibly a few drive-ins;

Appeals will still be allowed on a

(*Continued on page* 5)

TheatreAudit Is Approved

COLUMBUS, July 11.—Plaintiff distributors were sustained in their motion to audit theatre records back to January 1, 1937, in a decision just handed down here by U. S. Judge Mell G. Underwood in the eight percentage suits brought against George A. Manos, of Lisbon, O., and other individuals and corporations in the Manos Circuit.

At the same time Judge Underwood

(*Continued on page* 5)

Shipments to Japan Put in Bond: MPEA

The Motion Picture Export Association stated here yesterday that it was in error in reporting on Tuesday that Irving Maas, MPEA vice-president and general manager, had informed the Association's board that the MPEA was withholding shipments of product to Japan.

The report actually made by Maas, it was explained, was that U. S. films

(*Continued on page* 5)

Large Screen Telecasts Face First Real Sports Competition Tonight

Chicago, July 11.—Large screen theatre televising of sporting events faces its first real competition from another sporting event tonight when Chicago sports fans will be able to choose between seeing a large screen telecast of the Layne-Marciano fight or actually attending a major sports attraction. At the same time that the fight is being given its exclusive showing at the State Lake and Tivoli theatres here, the first place White Sox will be battling the second place Boston Red Sox in a twilight-night double header at Comiskey Park with the American League lead at stake. Reserve seats for the double header were sold out weeks ago and a crowd of 50,000 is expected.

Court Denies An Injunction Against Souvaine's 'Alice'

After hearing arguments by RKO Pictures and Walt Disney Productions on a motion for a preliminary injunction to enjoin Souvaine Pictures from showing the Lou Bunin production of "Alice in Wonderland" for 18 months unless the distributor and licensees agree to advertise prominently that the picture has no connection with Disney's film of the same name, New York Federal Judge Alexander Holtzoff yesterday denied Disney and RKO their injunction motion.

In denying the motion Judge Holtzoff said: "It seems to the court that the plaintiff does not acquire any right to exclude others from producing or showing a rival portrayal of 'Alice in Wonderland."

Judge Holtzoff remarked that both sides have been working on their pictures for a number of years and apparently the Disney production is more costly and more widely advertised but "the court is unable to find that this gives the plaintiff equitable rights to securing an injunction against the showing of the defendant's

(*Continued on page* 4)

Colosseum Dropped Charges to Clear Air for New Talks

MILWAUKEE, July 11.—The negotiating committees of the Colosseum of Motion Picture Salesmen and eight major distributors are expected to get together again soon for a resumption of the contract negotiations which broke off several weeks ago when an impasse arose over the question of pay increases for the country's 1,000 film salesmen.

David Beznor, general counsel of the Colosseum, said today that the union withdrew the unfair labor practice charge it had filed with the National Labor Relations Board against the companies "to permit the carrying on of negotiations in a clear and unclouded atmosphere."

The Colosseum filed the charge

(*Continued on page* 5)

Wald and Krasna on US Promotion Tour

Jerry Wald and Norman Krasna will make a flying tour of the United States simultaneously with the release of "The Blue Veil" and "Behave Yourself!", their initial independent productions for RKO Radio.

The producers expect to leave Hollywood by TWA Sept. 1 and will visit New York, Chicago, Washington, and as many key cities in the East and Midwest as time will permit. Purpose of the trip is to aid in the publicity and promotion campaign on the two

(*Continued on page* 5)

Friedlob, Bernhard Films to 20th-Fox

Two independent productions, "A Millionaire for Christy" and "Journey Into Light" will be released by 20th Century-Fox this fall, it was announced here by Al Lichtman, director of distribution for the company.

"A Millionaire for Christy," which was produced by Bert Friedlob with Fred MacMurray and Eleanor Parker in the leading roles, will go out in September.

October will see the release of "Journey Into Light," a Joseph Bernhard production,

Skouras, RKO Reach Trust Suit Accord

Settle $9-Million Action Without Damage Payment

The $9,000,000 triple-damage anti-trust action which Skouras Theatres and Metropolitan Playhouses filed in November, 1949, against RKO Radio, RKO Theatres and Radio-Keith-Orpheum has been settled out of court without payment of damages, an official spokesman for RKO Theatres confirmed yesterday.

The crux of the complaint filed in U. S. District Court here was that RKO Radio falsely represented in its consent decree with the Department of Justice that it would make every effort to dispose of theatre interests owned jointly with the plaintiffs.

With the settlement based on an agreement entered into between parties to the action, the action was dismissed without prejudice by stipulation executed by the attorneys for the

(*Continued on page* 5)

New England 'PR' Drive Set

BOSTON, July 11.—Plans to launch a New England better business campaign to be conducted on the local level were set in motion here today at a meeting of leading exhibitors, advertising and publicity directors and public relations men.

The meeting was held at the executive offices of Samuel Pinanski, president of American Theatres Corp., with Pinanski presiding. The group laid

(*Continued on page* 5)

Capital Exhibitors Map 'PR' Program

WASHINGTON, July 11.—Local theatre owners today tentatively approved a campaign to boost attendance by intensive radio and television promotion over a 13-week period.

The Motion Picture Theatre Owners of Washington, at a meeting here, heard two advertising agencies outline plans for the campaign, which will cost about $15,000. The plan includes three

(*Continued on page* 5)

Ruling on 'Miracle' Delayed by Court

Albany, N. Y., July 11.—The Court of Appeals did not announce, as had been scheduled today, its decision on the appeal by Joseph Burstyn, Inc. from the unanimous determination by the Appellate Division last May that the Board of Regents had authority to revoke the license for "The Miracle" on the ground that it is "sacrilegious."

No reason was given for its failure to include the film case in those on which decisions were announced late today. The ruling is now expected Oct. 3.

396-Stations 'Plug' 11 Paramount Films

A week-long radio exploitation campaign for 11 Paramount pictures has been set to begin on Monday over the 396 stations of Liberty Broadcasting.

The programs will promote "The Greatest Show on Earth," "A Place in the Sun," "Here Comes the Groom," "Ace in the Hole," "Carrie," "Warbonnet," "The Last Outpost," "Passage West," "When Worlds Collide," "Darling, How Could You" and "Silver City."

Paramount stars Charlton Heston, Peter Hanson, Mary Murphy and Michael Moore, as well as William Demarest and talent scout Milton Lewis, will appear on the programs.

De Rochemont Will Resign MOT Post

Reports that Richard de Rochemont, production head of March of Time, will bow out of the company this fall were said yesterday to be "virtually true" by an office spokesman.

MOT recently announced it would discontinue the series for theatre exhibition late this fall and devote its major efforts to the production of films for television and to special theatrical films.

Lippert and Pizor Leave for Europe

Robert L. Lippert and William Pizor, respectively president and executive vice-president of Lippert Pictures, will leave here for Europe by air today to visit franchise holders on the Continent.

They will also survey production in England where the company's "Last Page" is being filmed.

Technicolor Dividend

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., reports that the board of directors has declared a dividend of 50 cents per share payable July 30 to stockholders of record on July 18. This is the second dividend by Technicolor, in 1951. The first, also for 50 cents, was declared on March 20.

Personal Mention

SPYROS SKOURAS, JR., executive vice-president of Skouras Theatre Corp., Mrs. Skouras, Jack Frye, president of General Aniline and Film Corp., Mrs. Frye, Ezio Pinza and Danny Kaye will arrive here from Europe aboard the *S.S. Queen Mary* today.

•

Jim Levitt, Universal-International Toledo salesman, and Mrs. Levitt announce the birth of their third daughter, born at Mount Sinai Hospital there.

•

J. C. Davenport, owner and manager of the Warner Theatre, Salem, Ky., is back on the job following an appendectomy.

•

Edward Foster, formerly with Republic Pictures, Atlanta, has returned to the same company as a special field representative.

•

Bud Chalman, co-owner of the ABC Booking Service, Atlanta, has returned to his office after several weeks of illness.

•

Earl and Arthur Elkin, Aberdeen, Miss., exhibitors, are in New York atetnding the Shriners convention.

•

Alva E. Smith, of the Westrex Corp, has left here for Mexico, El Salvador, Columbia, Brazil and Puerto Rico.

•

George W. Sisson, merchandise manager of the Westrex Corp., is in Chicago from here.

•

James Hobb, Monogram's Atlanta branch manager, is back there from Charlotte.

•

Edward G. Wagner, comptroller of the Westrex Corp., is in California from here.

JAMES MULVEY, Samuel Goldwyn Productions president, left here yesterday for London where he will participate in behalf of the Society of Independent Motion Picture Producers in the forthcoming preliminary talks looking to renegotiation of the Anglo-American film pact.

•

Samuel Goldwyn became a grandfather yesterday with the birth of a girl to Samuel Goldwyn, Jr. and Mrs. Goldwyn. The child was born in American Hospital in Paris, where Goldwyn, Jr. is serving as a lieutenant on Gen. Eisenhower's staff.

•

Elmer F. Lux, general manager of Darnell Theatres, Buffalo, has been nominated as a candidate for the post of Common Council president by the local Democratic executive committee.

•

Adolph Carson, Hollywood plant manager of Technicolor Motion Picture Corp., and Mrs. Carlson will return here from England today aboard the *S.S. Queen Mary*.

•

Willard B. Rogers, president of the Will Rogers Drive-in Theatre Corp., Manchester, Conn., has been elected a vice-president of the Hartford Chamber of Commerce.

•

Matthew Kennedy of the Paramount Theatre, New Haven, business agent of Local No. 273, IATSE, of that city, has resigned his union position because of ill health.

•

Joseph Shulman, Schulman Theatres, Hartford, and Mrs. Shulman are expected back there by mid-September from Europe.

•

George Perlroth of Loew's Poli College, New Haven, is a patient at the Veterans Administration's Hospital at Newington, Conn.

Chicago Censors Ban Classics' 'Native Son'

Chicago, July 11.—The Police Censor Board here has banned Classics Pictures' imported "Native Son," based on the novel by Richard Wright. Wright himself plays the lead in the film, which was produced in Argentina. The action of the picture takes place in Chicago, where many of the scenes were filmed. The story line involves the murder of a white girl by a Negro.

The Censor Board says the ban might be lifted if certain scenes are deleted. The picture is scheduled to be re-screened before any further decisions are made in regard to its final acceptance for exhibition here.

$1,228 in A Day for 'Tiki'

Boston, July 11.—"Kon-Tiki" broke the mid-week opening record at the Exeter Street Theatre, art house in the center of Back Bay, Viola Berlin, manager, reported today. The first day's gross is understood to have totaled $1,228. The Sol Lesser-RKO Radio release opened yesterday following a special benefit premiere for the Museum of Science Monday night.

Kodak Ready for Color Film Orders

Rochester, July 11.—Commenting on the settlement this week of the Keller-Dorian Colorfilm suits against Eastman Kodak and Technicolor in U. S. District Court, New York, Edward P. Curtis, Kodak vice-president in charge of motion picture sales, said today: "We plan to file discontinuances of the litigation this week. Under the new licensing agreement provided by the settlement, Kodak is now prepared to supply embossed film in reasonable quantities to any motion picture customer."

Premiere for 'Renegade'

World premiere of Universal-International's "Mark of the Renegade," a Technicolor production starring Ricardo Montalban and Cyd Charisse, will be held at the United Artists Theatre in Los Angeles on July 24, under the auspices of Salvadore Duhart, Mexican consul-general. The premiere will be a charity affair, with all proceeds going to Los Angeles Mexican charities designated by the Mexican consulate general.

Broad Air Control Given Administration

Washington, July 11.—The Senate Interstate Commerce Committee today approved a bill to give the government broad emergency power over radio transmission and other electro-magnetic devices.

Committee Chairman Johnson (D., Colo.) said the original administration bill had been revised to meet most industry objections.

Ives, Lehman Study ITOA Tax Charges

Both U. S. Senators representing New York State have indicated to Harry Brandt, president of the Independent Theatre Owners Association of New York, that they will give attention to Brandt's charges in recent letters that a lifting of the entertainment tax from performances sponsored by non-commercial organizations would create a number of abuses.

Reporting this yesterday, an ITOA spokesman said Senator Irving Ives thanked Brandt "for providing information concerning the proposal in question," and indicated he would "look into the matter."

Senator Herbert Lehman, the ITOA spokesman said, wrote: "I would, of course, be greatly disturbed if this tax exemption would be abused in such a way as to encourage illegitimate co-operative theatre enterprises merely to profit from such an exemption." He added he would bring the charges to the attention of the Senate Finance Committee.

Virtually every exhibitor organization stands opposed to the entertainment tax exemption provisions included in the tax bill now before Congress.

Republic Concludes New Orleans Meet

New Orleans, July 11.—Republic Pictures has concluded a two-day sales meeting at the Jung Hotel, attended by James R. Grainger, sales vice-president; W. L. Titus, Jr., district manager, and L. V. Seicshnadyer, New Orleans; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; J. J. Houlihan, Dallas; N. Wyse, Memphis; D. Hunt, Oklahoma City; H. E. Laird, Tampa, all branch managers.

Bateman Will Open Meeting For Republic on the Coast

Republic's Pacific Coast manager, Francis A. Bateman, is holding a sales conference today and tomorrow in San Francisco, where he is meeting with six Republic branch managers for a discussion of the company's 1951-52 program, the company reported here yesterday.

Those present include Jack Dowd, Los Angeles; George Mitchell, San Francisco; Jack C. Partin, Portland; Paul McElhinney, Seattle; Thomas McMahan, Salt Lake City; and Gene Gerbase, Denver.

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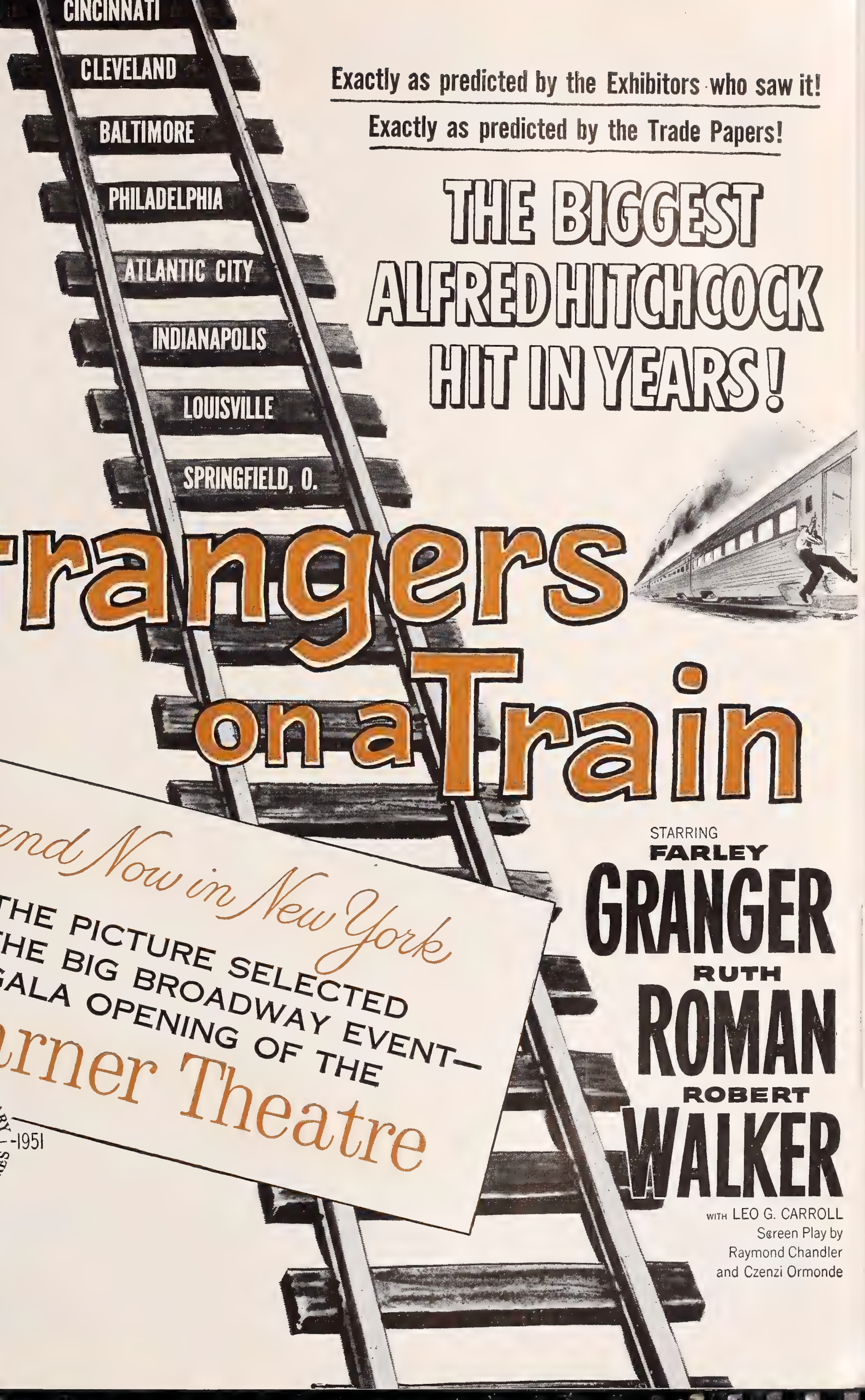


Exactly as predicted by the Exhibitors who saw it!

Exactly as predicted by the Trade Papers!

THE BIGGEST ALFRED HITCHCOCK HIT IN YEARS!

Strangers on a Train

and Now in New York

THE PICTURE SELECTED FOR THE BIG BROADWAY EVENT— GALA OPENING OF THE

Warner Theatre

SILVER ANNIVERSARY
1926 Warners 1951
OF TALKING PICTURES

STARRING
FARLEY GRANGER
RUTH ROMAN
ROBERT WALKER
WITH LEO G. CARROLL
Screen Play by
Raymond Chandler
and Czenzi Ormonde

'Alice' Suit

(*Continued from page 1*)

picture. This sort of competition should be encouraged rather than suppressed."

Plaintiffs' Claim

Plaintiffs RKO and Disney had claimed that they had acquired property rights because of the vast sums of money spent in the making of their "Alice" and in advertising and that the film title had acquired a secondary meaning in which they had the property rights. In answer to that argument the judge said: "Admittedly the book is no longer subject to copyright and is in the public domain like a Shakespeare play. Anyone has the legal right to make a picture based on the Louis Carroll 'Alice in Wonderland' story."

Cites 'Drastic Remedy'

The court also indicated that a preliminary injunction is a drastic remedy ordinarily not granted except to maintain a "status quo" and even then is granted only on a substantial showing.

Besides Souvaine, defendants were Harry Brandt and the Picto Corp., representing the Mayfair and Trans-Lux theatres here where Bunin's "Alice in Wonderland" is scheduled to have its dual American Premiere on July 26.

Henry Souvaine, president of Souvaine, in commenting on Judge Holtzoff's decision, said, "It is comforting to know that even in so quixotic an industry as the motion picture, 'equal justice under the law' is not just an adage but a living fact."

Bruno Lessing, West Coast executive of Walt Disney Productions, who has been in New York from Hollywood for 10 days on the "Alice in Wonderland" litigation, started conferences here yesterday with plaintiff Disney and RKO lawyers executives on possible further legal moves against Souvaine and is expected to announce a decision this morning.

Souvaine's 'Alice' Near Completion in New Form

Souvaine Selective Pictures Inc. reports that Lou Bunin's live-action and puppet version of Lewis Carroll's "Alice in Wonderland," in Ansco color, is currently being completed for the first time in English by Leo Hurwitz. Hurwitz has reedited the complete footage and has supervised the re-voicing of many of the musical sequences and the processing in the laboratory of the Ansco color negatives.

The creatures of Alice's dream are depicted by Lou Bunin's puppets. The film was directed by Dallas Bower.

EXCELLENT OPPORTUNITY

MIDWEST DIVISION MANAGERSHIP FOR FOREIGN FILMS IS OPEN FOR EXPERIENCED MAN.

Sales and Exploitation background required. Contacts with leading circuits and territorial film buyers of Chicago, Kansas City, Omaha, Denver, Minneapolis, Milwaukee and St. Louis essential. Send complete resume and any other pertinent information to Box 460, Motion Picture Daily, 1270 Sixth Ave., New York 20.

Review

"His Kind of Woman"

(*John Farrow—RKO Pictures*)

HIGH-QUALITY melodrama is developed along with sequences of hilarious humor in "His Kind of Woman," to make an outstandingly enjoyable picture. Robert Mitchum, as a professional gambler immersed in underworld doings, takes care of the melodramatic aspects of the story, while Vincent Price, a ham actor with a desire to play heroics in real life, handles the comic balance. Contributing further to the picture's box-office appeal is Jane Russell, a sultry vocalist of mysterious ways.

The story is launched on its engrossing way when Mitchum, pretty much down and out, accepts a strange offer of $50,000 from a racketeer to take a vacation in Mexico. Mitchum's instructions are to proceed to a swank lodge and await further orders. En route he meets Miss Russell and thus the background is set for a future romance. In the course of events Miss Russell sings three songs and cavorts about in an assortment of gowns that frame her anatomy to striking effect.

As the story develops it is learned that a deported vice czar living in Italy would like to get back into the United States. It is his plan to assume Mitchum's identity and looks with the aid of plastic surgery. When Mitchum learns what is in store he tries to escape, but his attempts only earn him a savage beating that is graphically depicted. What saves Mitchum from murder is a chance friendship he made with Price at the lodge. Tired of playing make-believe all his life, Price decides to get into the arena of real adventure. He organizes a motley band of assistants and decides to rescue Mitchum from his captors. The sequences surrounding this rescue provide some of the best laughs in a long, long time. As a ham, Price turns his role into a triumph. Tim Holt, in a small role as an F.B.I. agent, turns in a creditable performance.

Considerable credit for the picture's success goes to director John Farrow who kept an adroit balance between the serious and the humorous. A John Farrow Production, presented by Howard Hughes, it was produced by Robert Sparks from the screenplay by Frank Fenton and Jack Leonard.

Running time, 120 minutes. Adult audience classification. Release date, July 25.

MANDEL HERBSTMAN

Legion Reviews 13; Two in Class B

Thirteen more films have been reviewed by the National Legion of Decency, which put two in Class B and the remainder in Class A.

Those in Class B include "The Hoodlum," United Artists, and "Strictly Dishonorable," M-G-M.

Under section one, Class A, the Legion lists "Silver Canyon," Columbia, and "The Texas Rangers," Columbia.

Those in section two, Class A, include "Fort Worth," Warner; "Guilt Is My Shadow," Monogram; "Hard, Fast and Beautiful," RKO Pictures; "Jim Thorpe—All American," Warner; "Kind Lady," M-G-M; "Peking Express," Paramount; "Song of Dolores" (Spanish), Lux Film; "That's My Boy," Paramount; "Wooden Horse," London Films.

'Mindszenty' Ban Is Held Confusing

MEXICO CITY, July 11.—The trade in Mexico is puzzled by the National Cinematographic Board's censorship of "Cardinal Mindszenty," being handled here by the Selznick Releasing Organization of Mexico. The ban on its exhibition is considered contradictory to the government's anti-Communist policy.

The board is not very clear on the reasons for its judgment. Trade opinion is that the prohibition is based upon a not very often used clause of the cinematographic law that forbids public exhibition of pictures that are totally or predominantly religious.

Kramer Gets Another

The Stanley Kramer Company has purchased Michael Blankfort's novel "The Widow Makers" for production at Columbia. Blankfort has also been signed to write the screenplay of "My Six Convicts," the first film on Kramer's schedule of 30 for Columbia in the next five years.

Another Drive-in Opens in Chicago

CHICAGO, July 11.—The Sunset Drive-in, at Touhy Avenue and McCormick Road on the northwest outskirts of Chicago, is being rushed to completion for its grand opening on Friday. The 14,000-car theatre is owned by Jerome Marx, Raymond Marx and Martin Rosenfield, who also operate the Double Drive-in, which is the only drive-in theatre inside the Chicago city limits.

The concessions will be handled by 20th Century Concessionaires. Si Griever, who also books for the Double Drive-in, is booking for the Sunset.

Elliott Is Named Theatre Inspector

TORONTO, July 11.—Howard Elliott, manager of the Odeon Fairlawn Theatre, Toronto, since it opened in August, 1947, has resigned to accept the appointment by chairman O. J. Silverthorne of the Ontario Government Theatres Branch to the position of theatre inspector, effective Aug. 1.

Replacing Elliott at the Fairlawn is John Gibson from the Glebe Theatre, Ottawa, where the managerial duties have been taken over by Barry Carnon, assistant to G. D. Beavis.

Marley-Baker Luncheon

HOLLYWOOD, July 11.—Allied Artists' star Florence Marly and Josephine Baker will be guests of honor at a luncheon-meeting of the Foreign Press Association of Hollywood at the Biltmore Hotel tomorrow.

Bing on New Air Show

Bing Crosby will be the first great star on a new series of radio shows entitled "Fan Mail," which will have its premiere tomorrow over the 286 stations of the ABC Network. Bing will promote his latest Paramount film, "Here Comes the Groom."

Theatre Wrecking In Mob Style

Mexico City, July 11.—The Cine Alcazar, ancient subsequent run, is being razed spectacularly. Attaches who have been on strike for two months to enforce a pay hike demand, aided by friends, to a total number of 400, armed with stones and clubs, are being held back by police armed with bayonetted rifles and tear-gas guns to protect the wreckers. The Federal government owns the theatre. It plans a skyscraper on the site.

The Cine Alhambra, also an ancient subsequent run, has closed and its owners plan to pull it down to make room for a skyscraper.

Flood Conditions Ease in Missouri

KANSAS CITY, July 11.—Flood conditions have eased in the Kansas City trade area, though the recent heavy rains in northern Missouri and Northeastern Kansas have aggravated the high waters and further impeded farm work. The harvest has been resumed in Kansas, about a week late. Surprisingly, few missouts of theatre performances have occurred in the flooded region. Prints have reached theatres in time, although several exhibitors have had to meet film delivery trucks, particularly exhibitors not regularly served or off film delivery routes — the company having taken on such off-route emergency service when trains could not get through.

The Kaw theatre, Marion, Kansas, was closed for two days because of high water in the town, and the Plaza at Burlington, Kansas was closed one night, seats having been taken out when the flood rose in the streets. Several highways are still blocked in Kansas and Missouri.

Kills Ill. Ad Bill

CHICAGO, July 11.—The bill requiring theatres to designate in their ads in print "at least half as large as any other used in the advertisement" whether a film is second, third or fourth run has died in the Illinois Senate after being passed by the House of Representatives.

Carol Woods in Boston

BOSTON, July 11.—Carol Woods arrived here today in the first stop of a 25-city tour to promote 20th Century-Fox's "David and Bathsheba."

She will address the members of the Massachusetts House of Representatives in the afternoon session. She will be accompanied on the tour by Sterling Silliphant, promotion manager for 20th Century-Fox.

WHEN YOU WANT A GOOD SPECIAL TRAILER AND WANT IT QUICK LET FILMACK MAKE IT!

NEW YORK 630 NINTH AV.

FILMACK TRAILER CO.

CHICAGO 5. . . . . . 1327 S. WABASH AVE.

Skouras Suit

(*Continued from page 1*)

respective litigants, the RKO Theatres official reported.

He said the final disposition under the settlement agreement was achieved recently with the turning over to Skouras of the Ward Theatre in East Bronx, a transaction described as having posed serious difficulties.

The plaintiffs had claimed that they were forced to sell to RKO in 1933, 1940 and 1941, 50 per cent interest in three theatre properties, namely, the RKO Proctor, Newark; Springio Theatres, Bronx, and the Midway in Forest Hills. The complaint asked the court to declare that the interest held by RKO Theatres in each of the three properties belonged rightfully to the plaintiffs and had been held by the defendants for the plaintiffs' benefit.

The plan of settlement calls for the setting of values by an appraiser. Skouras-Metropolitan was given first choice in the theatres to be disposed of under the settlement formula, and took the Midway. RKO Theatres then kept for itself the Proctor.

In the division of the East Bronx properties the Castle Hill and Marble Hill went to RKO and the Pelham joined the Skouras-Metropolitan circuit.

The complaint stated that it was the general purpose of the consent decree to require the defendants to dispose of their interests in all theatres jointly owned except in certain instances and within the limitations set forth in the decree. The purpose of the consent judgment, the complaint alleged, was that the defendants should not be entitled to acquire the interests of joint holders when such acquisition would tend to continue a monopoly in first-run in a particular locality.

Capital Drive

(*Continued from page 1*)

to five short television shows weekly and about 30 to 40 radio spot announcements each week.

A majority of the theatres represented at the meeting indicated they favored the plan providing details could be worked out. A special committee, consisting of Sidney Lust, Frank LaFalce, Jack Foxe, Frank Boucher, Victor Orsinger and Morton Gerger was appointed to look into the matter further and report back to a meeting early next month.

Shipments to Japan

(*Continued from page 1*)

being shipped to Japan at present are being held in bond there pending the establishment of Japanese government regulations with respect to the distribution of pictures in that country. The Japanese government, to the chagrin of the U. S. distributors, has indicated an intention of limiting the importation of American films to 150 annually.

Wald and Krasna

(*Continued from page 1*)

pictures and to conduct a survey of current exhibitor and distributor feeling by holding personal meetings with key individuals in those fields.

Wald and Krasna have already made inquiry concerning the possible exploitation benefits to be derived from such a tour and report that response from RKO field men has been enthusiastic.

Another NPA Interpretation

(*Continued from page 1*)

hardship basis, with the hardship standards remaining the same;

If an appeal is approved, the applicant will get an NPA allotment of steel, copper and aluminum, along with the authorization;

The present $5,000 annual exemption and the $2,000 personal property-cost installation exemption will be replaced by a flat alteration, repair, installation and improvement exemption for any project using less than two tons of steel, 200 pounds of copper and 100 pounds of aluminum. This maximum would apply per project and not per quarter, as reported earlier. If this amount of material were to be used for building a new theatre, the exhibitor or his builder would have to have them on hand or get them in the free market without government help. If the materials were to be used for repair or alteration they could be obtained by a self-certification process, similar to a government priority.

Copper wiring would be included in the copper allowance—that is, the 200-pound ceiling would have to cover the copper wiring as well as any other copper used.

NE 'PR' Drive

(*Continued from page 1*)

plans for a unified "all out" showmanship drive designed to utilize every media of advertising, publicity and exploitation in the merchandising of top flight motion pictures due for immediate release.

Attending the meeting were Charles E. Kurtzman, Loew's Northeastern division manager; Ben Domingo, RKO Theatres New England division manager; Ted Fleisher, head film buyer for Interstate Theatres of New England; Arthur Howard, president of Affiliated Theatres; Herbert Higgins, for Higgins Film Buying and Booking Service; Arthur Lockwood of Lockwood and Gordon Enterprises; Harry Browning, director of public relations for New England Theatres, and Frank Lydon, field secretary of Allied Theatres of New England.

Others attending were: Ray Feeley, business manager for the Independent Exhibitors of New England; Max Levenson of Levenson and Levenson Theatres; Dan Finn, general manager of B. and Q. Theatres; Abner Eilenberg of Middlesex Amusement Co.; James King, director of publicity for RKO Boston theatres; Bob Newhook, director of publicity of Loews' Boston theatres; Paul Levi, director of publicity for American Theatres; Jack Seaf, director of publicity for the Boston theatres of the New England Theatres, and Francis W. McManus, John Carroll and Harry Wasserman, district managers for the American Theatres Corp.

See Limit of 100 Films for Mexico

MEXICO CITY, July 11.—Production of 57 pictures during the first half of 1951 seemingly substantiates trade estimates that the total of 1951 output will not exceed 100, compared with the all-time high of 126 last year.

Of the films produced this year up to June 30, the trade's own bank, the semi-official Banco Nacional Cinematografico totally financed 12 and partially financed 12 others.

Fourth Quarter NPA Allotments Ready

Washington, July 11.—Application forms for fourth quarter allotments of steel, copper and aluminum under the Controlled Materials Plan are now being mailed to film and theatre equipment and all other manufacturers who applied for allotments during the third quarter, the National Production Authority has announced. The forms must be completed and returned to the NPA by July 31.

Theatre Audit

(*Continued from page 1*)

denied the cross-motion of the exhibitor defendants for a separate advance trial of their illegality defenses and to stay the discovery proceedings by the distributors pending the determination of such trial. The exhibitors had cited the Alger ruling of 1948 in Chicago as a precedent.

Judge Underwood found, "that plaintiffs' motion for discovery is well taken and should be sustained," and that the exhibitor defendants' motion "was not well taken and should be overruled."

This is the sixth court which has diverged from the Alger ruling. No other court has followed it. Edward Sargoy of Sargoy & Stein, New York, was of counsel for distributors.

Colosseum

(*Continued from page 1*)

shortly after negotiations broke down, the allegation having been that the companies dealt unfairly when they refused to substantiate with actual records the claim that business had declined to the point where salesmen's salaries could not be raised more than four dollars a week at this time. The union had demanded an increase of 10 per cent, or nine dollars a week.

Beznor said the charge was withdrawn "without prejudice," which means it can be reinstituted at any time which the Colosseum chooses.

The companies which have been negotiating jointly with the salesmen's union are: Warner Brothers, Paramount, 20th Century-Fox, Loew's, Columbia, Universal, RKO Pictures and Republic.

Loop May Lose A Fourth Theatre

CHICAGO, July 11.—The RKO Palace Theatre here reportedly is being considered for the Chicago showing of "Gentlemen Prefer Blondes," Broadway stage musical. The play's producers are understood to be negotiating for a full run at the Palace. Conversion of the Palace could start a hot battle with the Shubert organization.

Should the Palace deal be set the Loop would be losing its fourth film theatre within two years. The Apollo was torn down to make way for a Greyhound bus station, a church is being built on the site of the La Salle, and the Garrick is closed.

Francis SEZ:
Thanks
TO THE
MOTION PICTURE
HERALD
"FRANCIS does it again . . . Universal and the exhibitor have a sure-fire winner in the talking mule!"
—MOTION PICTURE HERALD
YOU'LL AGREE WHEN YOU SEE
"FRANCIS GOES TO THE RACES"
A UNIVERSAL-INTERNATIONAL PICTURE

"ACE" SIGNS OF BOXOFFICE LINES!

For Another of Paramount's Bigger-Better Pictures – With Reviewers' Lines Helping To Line 'Em Up In:

NEW YORK CITY
"One of the most gripping dramas of the year."—*Mirror*

LOS ANGELES
"Power and fascination. Made with consummate skill."—*Times*

SPRINGFIELD, ILL.
"More impact and entertainment than has sparked any film in a long time."—*Journal-Register*

SEATTLE
"Stirring story—strong emotion."
—*Post-Intelligencer*

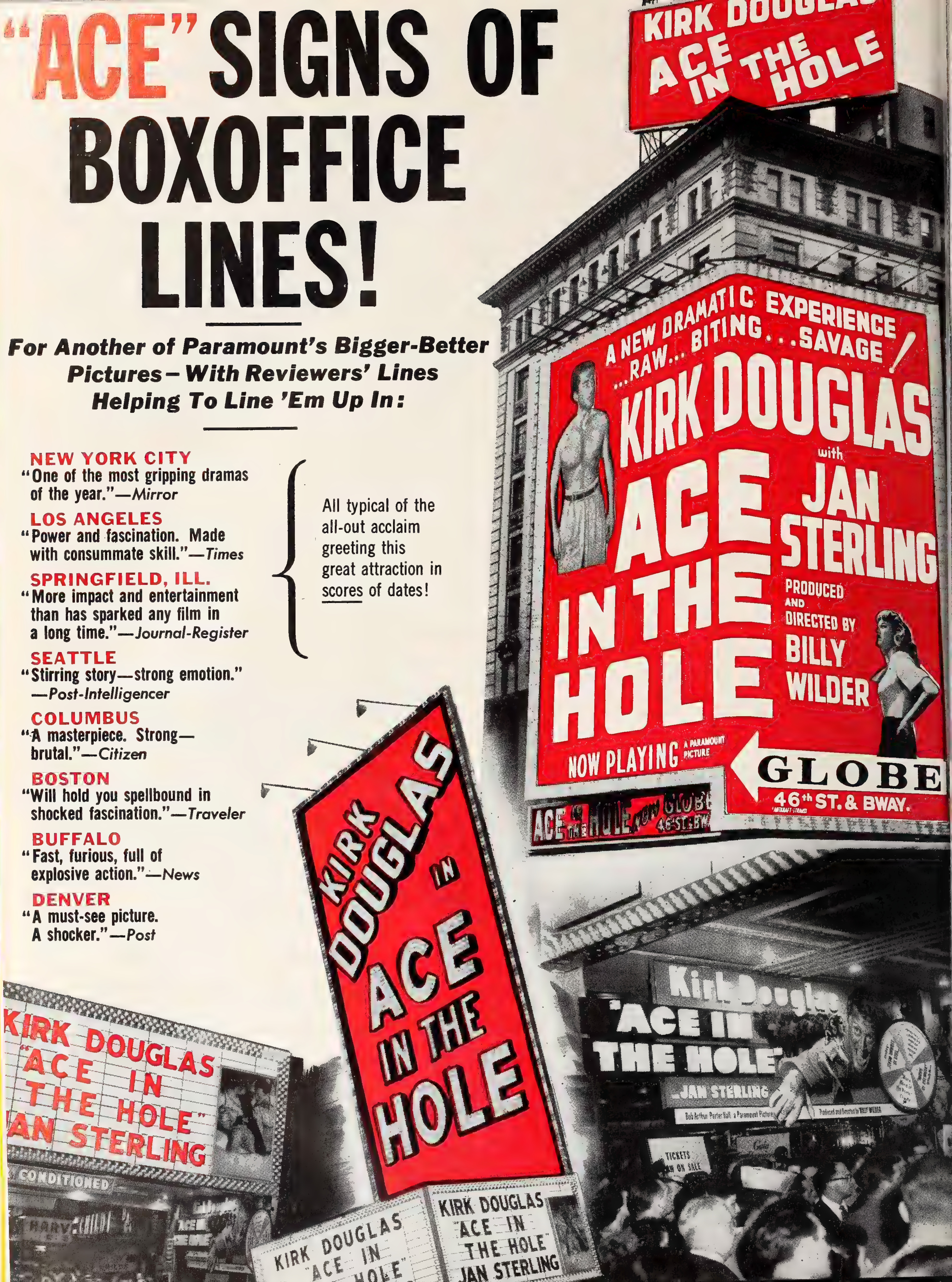
COLUMBUS
"A masterpiece. Strong—brutal."—*Citizen*

BOSTON
"Will hold you spellbound in shocked fascination."—*Traveler*

BUFFALO
"Fast, furious, full of explosive action."—*News*

DENVER
"A must-see picture. A shocker."—*Post*

All typical of the all-out acclaim greeting this great attraction in scores of dates!


KIRK DOUGLAS
ACE IN THE HOLE
A NEW DRAMATIC EXPERIENCE ...RAW... BITING... SAVAGE!
KIRK DOUGLAS with JAN STERLING
ACE IN THE HOLE
PRODUCED AND DIRECTED BY BILLY WILDER
NOW PLAYING A PARAMOUNT PICTURE
GLOBE
46th ST. & BWAY.
ACE IN THE HOLE NOW GLOBE 46 ST. B'WAY
KIRK DOUGLAS IN ACE IN THE HOLE
Kirk Douglas "ACE IN THE HOLE" JAN STERLING
TICKETS NOW ON SALE
KIRK DOUGLAS "ACE IN THE HOLE" JAN STERLING
CONDITIONED
KIRK DOUGLAS "ACE IN THE HOLE"
KIRK DOUGLAS "ACE IN THE HOLE" JAN STERLING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 9 NEW YORK, U. S. A., FRIDAY, JULY 13, 1951 TEN CENTS

All-Industry Meet on TV Channels Due

NETTC-Allied Accord Impetus for Master Plan

Producer and exhibitor representatives will be asked to attend a meeting here in the next two to three weeks to work out a "united front" position to take before the forthcoming Federal Communications Commission hearings on theatre television, it was disclosed yesterday.

Host for the meeting probably will be Si Fabian, head of the National Exhibitors Theatre Television Committee. Invited will be spokesmen for NETTC, Allied States Association, the Motion Picture Association of America, individual film companies, the Society of Independent Motion Picture Producers and possibly the Society of Motion Picture and Television Engineers.

The way has been cleared for the

(*Continued on page* 4)

Stage Set for Start Of U.K. Remittance Negotiations Today

London, July 12.—Joyce O'Hara, acting head of the Motion Picture Association of America, and James Mulvey, Society of Independent Motion Picture Producers' representative, arrived here from New York by plane today to begin discussions tomorrow with British government officials on the new film remittances agreement.

F. W. Allport, MPAA's London

(*Continued on page* 4)

$426,830 6-Month Republic Profit

For the 26 weeks ended April 28, 1951, Republic Pictures and subsidiaries report a net profit of $771,830, before Federal tax provision, with estimated federal normal and surtaxes of $345,000, or a net after taxes of $426,830.

For the 26 weeks ended April 29, 1950, Republic reported a net profit of $1,168,589, before Federal tax provi-

(*Continued on page* 2)

Virtual Sell-out Scored by Exclusive Telecast of Fight

Loew's Officers Meet In Chicago Tomorrow

Seven top Loew's executives from the home office and seven from the studio will meet in Chicago tomorrow for a general business conference on company plans and policies. The meeting, expected to be a brief one, may be concluded tomorrow but, if not, would be continued on Sunday.

Attending from the home office will be: Nicholas M. Schenck, president; J. Robert Rubin, C. C. Moskowitz, W. F. Rodgers, Arthur Loew, Joseph Vogel and Howard Dietz, and, from the studio: Dore Schary, E. J. Mannix, Ben Thau, Louis K. Sidney, Laurence Weingarten, J. J. Cohn and Howard Strickling.

The Rex Layne-Rocky Marciano fight, telecast exclusively last night from New York's Madison Square Garden to 11 theatres in eight states, brought capacity audiences to virtually all but three of the theatres.

According to reports received from Motion Picture Daily correspondents, the audience response was excellent, with hundreds turned away as in the Louis-Savold and the Murphy-LaMotta exclusive telecasts.

However, initial reports in such cities as Chicago and Albany indicated that lines did not form outside theatres as early as in the other two exclusive theatre telecasts, indicating to some observers that last night's bout, not featuring big name fighters, lacked the same drawing power as the other bouts.

In Philadelphia, the Warner Brothers' Stanley, which has a 2,945 seating capacity was sold out. The same situation held true in Pittsburgh, where Shea's 1,547-seater Fulton fea-

(*Continued on page* 5)

UPT-ABC Request FCC Approval of Merger By Oct. 1

Washington, July 12. — United Paramount Theatres and American Broadcasting Co. today asked the Federal Communications Commission to approve their proposed merger by Oct. 1 at the latest.

The firms, filing the first formal application petition with the Commission, explained that the fall season is the beginning of the year for TV network operations, and therefore they wanted clearance by then.

The boards of directors of both

(*Continued on page* 5)

AFM Hitch Blocks Republic, TV Deal

Hollywood, July 12.—The transaction in which NBC television station KNBH was to acquire 26 Republic features and 48 serial episodes for $77,000 went cold today.

Republic subsidiary, Hollywood Television Service, notified KNBH's

(*Continued on page* 5)

ENTERTAINMENT TO SUPPLANT 'MESSAGE' FILMS: GRAINGER

RKO producer Edmund Grainger predicted here yesterday that there will be more *entertainment* pictures coming out of Hollywood in the next 18 months than ever before and that the so-called "message" picture — where "preaching takes the place of entertainment—has no place today in the film industry's scheme of things."

Grainger had just arrived in New York from Hollywood and Washington. In the Capital his "Flying Leathernecks," a Technicolor film which will be released nationally about Labor Day, was given a screening for military personnel at the Pentagon. "The Marine Corps was enthusiastic about the picture," he said.

The producer, who keeps alert for headline stories that can make provocative pictures, has another two which will be released in the months to come. The first is "The Racket,"

(*Continued on page* 4)

Presidents To Act Today On 'Jubilee'

Weigh Ad-Publicity Plan For Compo's Fall Project

At a meeting here this morning of the presidents of the Motion Picture Association of America member companies important decisions are due to be made with respect to the nature and extent of the role the distributors will play in the box-office jubilee slated for the fall under Council of Motion Picture Organizations' auspices.

The presidents' meeting was announced yesterday following a conference here among members of the MPAA national distributors' committee who, after assaying proposals submitted by the association's advertising-publicity committee, arrived at recommendations which the presidents, acting as the MPAA board, must pass upon.

The nature of the sales chiefs' rec-

(*Continued on page* 4)

20th-Fox Calls A 2-Day Sales Meet; 6 Releases in Color

Twentieth Century-Fox yesterday called a two-day sales conference and set six Technicolor releases for August through December.

A two-day conference of all 20th Century-Fox division managers on the special handling of forthcoming top product will take place at the company's home-office Monday and Tuesday, it was announced by Al Lichtman, director of distribution.

Set for discussion at the sales con-

(*Continued on page* 4)

Disney to Appeal 'Alice' Reversal

Walt Disney Productions will appeal to the U. S. Circuit Court of Appeals here from the Federal District Court's refusal Wednesday to issue an injunction restraining Souvaine Pictures from distributing Lou Bunin's "Alice in Wonderland" concurrently with the Disney production.

In announcing the decision to appeal

(*Continued on page* 4)

Personal Mention

JONAS ROSENFIELD, advertising manager for 20th Century-Fox, returned here yesterday from Dallas.

•

SAM FREY, Assistant to Paramount studio executive J. H. Karp, is on his way back to Hollywood today after a week's combined business and vacation trip here.

•

PETE T. DANA, Universal Pictures Eastern sales manager, will leave here today for Albany, Buffalo, Cleveland and Pittsburgh.

•

HARRY BUCKLEY, former United Artists vice-president, is now in Venice in the course of an extended European tour.

•

MAX WEINBERG, M-G-M's Eastern shorts subjects representative, is due to arrive in Chicago from here on Monday.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, now in Albany will leave for Boston this weekend.

•

NELSON TOWLER, Southern district manager for Lippert in Atlanta, is visiting the firm's Memphis branch.

•

IRVING RAPPER, director, will return to Hollywood today from New York.

Stevens, 78, Dean Of Chicago Critics

CHICAGO, July 12.—Ashton Stevens, 78, prominent dramatic critic and columnist of the Hearst press, died in his home last night of a heart attack.

Stevens, known as the dean of Chicago's drama critics, had been in ill health for several years but had contributed articles regularly to Hearst's Chicago *Herald-American*, which he had served as drama critic since 1932. For many years he had been associated with Hearst newspapers in Chicago. He also served as a critic and columnist for Hearst papers in New York and San Francisco, where in the early days of William Randolph Hearst's publishing activities on the Coast, Stevens had been closely associated with him.

The widow, Katherine, survives.

Ad Code Staff Talks Open Soon on Coast

HOLLYWOOD, July 12.—A series of conferences between Gordon S. White, Motion Picture Association of America Advertising Code Administrator, and the code staff employed on the West Coast will be held here during the next three weeks.

White will leave New York tomorrow for Hollywood. It will be his annual trip to the Coast for discussions in connection with advertising and production code matters.

Harrison and Germain Are Named Tops in QP Contest

John Harrison, manager of the Lyric Theatre in Waycross, Ga., and Gerry Germain, manager of the Palace Theatre at Jamestown, N. Y., are the two top showmen in the Quigley Showmanship Awards competition for the second quarter of 1951. The awards are conducted by the Managers Round Table of *Motion Picture Herald*.

In the contest which saw both No. 1 and No. 2 awards going to small towns, the following received Scrolls of Honor:

Tiff Cook, Capitol Theatre, Toronto; J. R. Critchley, Odeon Theatre, Liverpool, England; Norman Duncan, Strand Theatre, Vancouver; J. P. Harrison, Campus Theatre, Denton, Texas; J. D. King, Granada Theatre, Lawrence, Kansas; Pierce E. McCoy, Miller Theatre, Augusta, Ga.; Ed Meade, Shea's Theatre, Buffalo.

'Queen for a Day'

Harrison won the No. 1 award for his campaign for "Queen for a Day," which brought the world premiere of the picture to his town, in a national contest conducted by Mutual Broadcasting System over its network.

Harrison is to be credited with swinging the affair almost entirely by his own efforts, within nine days, to win a national contest wherein he created the greatest direct-mail demand for the picture, from his town. MBS received 35,000 postcards from Waycross (population 18,000) and the overflow audience filled the Memorial Stadium that seats 10,000 persons. The town raised $3,000 to entertain its guests.

K. S. Cambata was easily the winner of the overseas award for his campaign on "Harvey" at the Eros Theatre, Bombay, but the judges had praise for J. R. Critchley for his handling of "Samson and Delilah" at the Odeon Theatre, Liverpool, and for Miss Lily Watt for her sustained showmanship at the Odeon Theatre, Coatbridge, Scotland. George Bernard and others of the British Round Table also came in for citation and discussion.

The judges were: Edgar Goth, advertising and publicity director for the Fabian circuit of 60 theatres; Samuel Cohen, overseas publicity director for United Artists, and Charles Hacker, administrative assistant at Radio City Music Hall, all of New York.

A. L. Raven, Head Of Screen Firm

A. L. Raven, head of Raven Screen Corp., New York, one of the oldest manufacturers of motion picture screens, died at Westchester County hospital, Eastview, N. Y., on Wednesday. He resided at nearby Valhalla. He would have been 76 years old next month.

Mr. Raven early became associated with motion pictures when he quit a career in news photography to join the Nicholas Power Projector Co. He founded the Raven Screen Co. in 1921, when motion picture screens were merely an incidental product of scenic studios.

Schimel Is Named Head of Fund Here

Adolph Schimel, vice-president and general counsel of Universal Pictures, has been appointed chairman of the motion picture industry Scholarship Fund at Yeshiva University, New York City, it was disclosed here yesterday by Dr. Samuel Belkin, president of Yeshiva.

In accepting the chairmanship of the committee, Schimel declared that the Fund will attempt to better last year's record of more than 50 scholarships. Since its inception in 1939 the industry committee has maintained a large number of scholarships enabling many students to receive the benefits of an education at the first American University under Jewish auspices.

Schimel announced the appointment of the following to the committee: Barney Balaban, Nate Blumberg, Spyros P. Skouras, Gus S. Eyssell, Abe Schneider, George P. Skouras, Robert M. Weitman, Irving H. Greenfield, George Schaefer, William Zimmerman, Robert K. Christenberry, Max Seligman, J. H. Lang, Harold Rodner, Jules W. Catsiff, and Jacob Salzman, administrative director of Yeshiva University.

The motion picture industry Scholarship Fund was launched in 1939 under the leadership of George J. Schaefer, then president of RKO and the late W. G. Van Schmus, then managing director of Radio City Music Hall. Gus Eyssell, president of the Music Hall had been motion picture industry chairman for many years. In addition to industry-wide scholarships established annually at the University, many persons in the industry are maintaining annual scholarships, including Balaban, Blumberg, Louis B. Mayer, George Skouras, Samuel Rosen and others.

Settle Para.-Brandt Percentage Suit

The long-pending action brought by Paramount Pictures against Brandt Theatres here and individual and affiliated defendants charging false reporting of business on percentage engagements has been settled out of court, it was confirmed yesterday.

Although a substantial settlement was reported to have been made by defendants, principals in the action declined to divulge details.

The suit was filed by Paramount in 1948 and claimed damages of $563,265. Similar charges were filed against Brandt Theatres earlier by 20th Century-Fox and, following arbitration, were settled on payment of $237,000, of which $18,000 was damages and the remainder for disputed film rental owed.

Louis Nizer of the industry law firm of Phillips, Nizer, Benjamin & Krim represented Paramount in the action.

Salt Lake Editorial Cites Films' Assets

Salt Lake City, July 12.—Tribute to the virility of the motion picture industry was paid by the *Deseret News* in a two-column editorial yesterday accompanied by industry statistics to refute those who claim motion pictures are in a decline.

Howard Pearson concludes his editorial thusly: "Rather than a dying industry, any business that employs this large an investment and can attract a patronage this large seems to be very much alive, indeed!"

'Caruso' Gives Hall New 9-Week Record

M-G-M's "The Great Caruso" yesterday began its 10th week at Radio City Music Hall after having established a record nine-week gross of $1,274,000 for the house, the Music Hall management reported. The previous nine-week house record was $1,200,000, established by Paramount's "The Bells of St. Mary's" a few years ago, with a Christmas week gross included.

The ninth week for "Caruso" gave the Music Hall $134,000, and a substantial portion of that figure admittedly resulted from the patronage of delegates and guests in New York for the five-day Shriners convention.

Whether the picture would remain at the Hall for an 11th week was not determinable yesterday. The Shriners convention drew to its close yesterday. The theatre management was hopeful last night that the gross control figure would be attained this week.

Republic Profit

(*Continued from page 1*)

sion, with estimated Federal taxes of $465,000, leaving a net after taxes of $703,589.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

in Person
DEAN JERRY
MARTIN & LEWIS
BARR & ESTES · MAYO BROS.
HELEN O'CONNELL · DICK STABILE and his Orch.
ON SCREEN
Dear BRAT
starring MONA FREEMAN
BILLY DE WOLFE
EDWARD ARNOLD · LYLE BETTGER
A PARAMOUNT PICTURE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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MARINE AIR-DEVILS IN HOT PURSUIT... BLOOD-RED TRAILS STREAK THE SKY!

"YOU haven't got the guts to point your finger at a guy and say: Go get killed!"

TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Tues., July 17, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Tues., July 17, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Tues., July 17, 10:30 A.M.

BUFFALO, Mo. Pic. Oper. Screening Room, 498 Pearl St., July 17, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 South Church St., Tues., July 17, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 S. Wabash Ave., Tues., July 17, 1:30 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Tues., July 17, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Tues., July 17, 2:30 P.M.

DALLAS, Fox Screening Room, 1803 Wood St., Tues., July 17, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Tues., July 17, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Tues., July 17, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Tues., July 17, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Tues., July 17, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Tues., July 17, 2:30 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Tues., July 17, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Tues., July 17, 12:15 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Tues., July 17, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Tues., July 17, 2:30 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Tues., July 17, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Tues., July 17, 2:30 P.M.

NEW YORK, Paris Theatre, 4 West 58th St., Tues., July 17, 10:30 A.M.

OKLAHOMA, Fox Screening Room, 10 North Lee St., Tues., July 17, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Tues., July 17, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Tues., July 17, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Tues., July 17, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Tues., July 17, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., July 17, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 East 1st St., South, Tues., July 17, 1:30 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Tues., July 17, 1:30 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Tues., July 17, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 N. Philips Ave., Tues., July 17, 10:00 A.M.

WASHINGTON, Film Center Screening Room, 932 New Jersey Ave., Tues., July 17, 2:00 P.M.

with **DON TAYLOR · JANIS CARTER · JAY C. FLIPPEN · WILLIAM HARRIGAN**

Directed by NICHOLAS RAY · Screen Play by JAMES EDWARD GRANT

RKO RADIO PICTURES

UKRemittance

(*Continued from page* 1)

representative, who also is a member of the American negotiating team, was delayed in his return here from Madrid today when the plane on which he was a passenger developed mechanical trouble. However, he is expected to arrive here tonight. He had engaged in talks with Spanish government officials on a new American film import agreement. The talks will be resumed in Madrid later by Allport and John G. McCarthy, MPAA vice-president, who also is here for the remittance negotiations. William B. Levy of SIMPP completes the American negotiating group.

Indications are that the American industry representatives will ask for full convertibility of their future film earnings in Britain. This will possibly be refused in view of the pessimistic Treasury predictions of Britain's dollar balances for the last half of the year, given to Commons recently.

Thereafter, the Americans presumably will seek more liberal treatment for their blocked sterling than now prevails.

Members of the American group said they wished to emphasize that they are here to negotiate only the kind of agreement that will be completely and mutually acceptable to Britons and Americans for future motion picture business throughout the world.

Tomorrow's conversations with Sir Hartley Shawcross, president of the Board of Trade, Rupert Somervell and Sidney Golt of the Treasury, comprising the British negotiators, are described by both sides as informal only. However, it is expected they will at least make the pattern clear for a definitive agreement.

British officials expressed disappointment that Eric Johnston, on leave from the MPAA to serve as America's Economic Stabilization Administrator, will not be here for the conferences, expressing the view that Johnston is the most agreeable negotiator they have hitherto encountered. Johnston participated in the negotiation of the two earlier remittance agreements. The present one expires next Oct. 1. A basic agreement has until next June to run.

'Jubilee'

(*Continued from page* 1)

ommendations was not revealed, although it was understood that their committee approved in principle the general outline of an advertising-publicity-exploitation program for the proposed drive which the advertising-publicity group, under the chairmanship of S. Barrett McCormick of RKO Radio, devised last Tuesday.

Al Schwalberg, Paramount distribution vice-president, presided at yesterday's sales managers meeting in the absence of Ben Kalmenson, committee chairman. Present at the conference was Arthur L. Mayer, COMPO executive vice-president, whose recent prediction that the future of COMPO will rest on the outcome of the jubilee drive is understood to have sparked the activities of those who are determined to see COMPO continue.

E. Pa. Exhibitors Tell Lichtman—And Vice Versa

PHILADELPHIA, July 12.—The future well-being of the industry and the security of its members call for cooperation rather than attacks and internal warfare, Al Lichtman, 20th Century-Fox director of distribution, told a gathering of approximately 100 independent exhibitors of this area, meeting at the Hotel Broadmoor here yesterday at the invitation of Eastern Pennsylvania Allied.

On June 5 the area exhibitors had voted 20th-Fox the most unpopular distribution company and yesterday they leveled charges of alleged arbitrary treatment of independent exhibitors against the company's Philadelphia branch.

'Blind Leading Blind'

"Today we are like the blind leading the blind," Lichtman said. "We would share profits to help others, but the best companies in this business are not making sufficient profits and are worrying whether they can make dividends. Spyros P. Skouras and I have made seven trips to the studio to cut costs there and have not been very successful. Our efforts have been opposed by writers, actors, producers and even competitors.

"We must have unity, not attacks on one company. You should be grateful that the companies are able to exist. If you keep on abusing them, you won't have them. They will consider selling out to television. Already they are faced with lawsuits totalling $278,000,000 which, if collected, will ruin all of them."

Larry Woodin, Wellsboro exhibitor, countered what he termed Lichtman's "threats" with the declaration that 20th-Fox should be grateful exhibitors are able to remain in business. He added that there would be no lawsuits if distributors treated exhibitors fairly and asserted that his understanding, as a 20th-Fox stockholder, of company profits differed from Lichtman's. He also complained that 20th-Fox's exploitation and cooperative advertising were for first-runs only. Lichtman denied he had made any threats and said company policy is to match exhibitors dollar for dollar in advertising.

Harold Cohen, Lewistown, pointed to changes in 20th-Fox's use of sliding scale terms and then its elimination. Lichtman said the changes had been made without his knowledge and the sliding scale would be reinstated on the basis of honest accounting.

Harold Kleinman, Philadelphia, reported that local exhibitors are conferring now on business building campaigns. Lichtman commended the effort.

Sam Diamond, 20th-Fox branch manager here, said he had never refused a justifiable request for adjustments. He was backed by Arthur Silverstone, Eastern sales manager, who accompanied Lichtman here. The latter said branch autonomy would be continued.

Sidney Samuelson, sponsor of the meeting, which was presided over by Jack Greenberg and Edward B. Gregory, complained that most of his complaints had gone unanswered.

Lichtman said he had proposed a program of industry improvement to Trueman Rembusch, Allied States president, that consisted of development of a single, national exhibitor organization and one distributor organization; a joint conciliation board; improvement of public relations; better pictures and a policy for harnessing or using television.

Disney Appeal

(*Continued from page* 1)

yesterday, Gunther Lessing, vice-president and general counsel of Disney, said:

"We instituted an injunction proceeding because of our honest conviction that the contemporaneous release and exhibition of two pictures with the same title would inevitably lead to confusion in the public mind.

"The Federal District Court has refused our application but we still believe that deception and confusion will result. For that reason we have decided to take an appeal to the Circuit Court of Appeals so that the whole record may be reviewed as promptly as possible.

"Surveys indicate that to an unprecedented degree, the American public is looking forward to seeing Walt Disney's 'Alice in Wonderland'.

"It is obvious that countless theatre-goers intending to see Walt Disney's 'Alice in Wonderland' will be led into the wrong theatre when they see the same title on another marquee. They will have paid their admission at the box office and they will not know that they are seeing the wrong picture until they get inside.

"We are confident that the Circuit Court of Appeals will take action to prevent this confusion and deception."

The Bunin puppet version of "Alice" is scheduled to open here at Brandt's Mayfair and Trans-Lux theatres July 26.

Grainger Says

(*Continued from page* 1)

with Robert Ryan, based on the Kefauver Senate Crime Committee disclosures, and the second is "The Korean Story" which will deal with the critical time in the Korean conflict when the United Nations forces were all but pushed off the peninsula at Pusan.

The Army and Air Force has already approved the idea for the latter production and within the next few weeks shooting of exteriors will be started in Korea, with other footage to be taken at Camp Carson in Colorado Springs. Other projected films by Grainger are "The Day They Gave Babies Away," from a *Cosmopolitan Magazine* story, to be released about Christmas and starring Bobby Driscoll: "Blackbeard the Pirate," in Technicolor, to be produced in Britain—a special company being formed for the purpose; and a spy story, "African Intrigue," also in Technicolor, to be filmed in Africa and possibly starring John Wayne.

Grainger said that there is a new spirit of activity and industry prevailing in Hollywood and everyone now has his "shoulder to the wheel." Television is competition, he added, but it also is stimulating for renewed vigor on the part of all sections of the industry. "I think it is healthy," he said, "producers and directors are all trying to turn out top product."

20th Meet

(*Continued from page* 1)

clave will be plans for the release of "Decision Before Dawn," "People Will Talk" and "No Highway in the Sky."

"Decision Before Dawn" is slated for release in December, with nationwide tours by Anatole Litvak, producer-director, and Frank McCarthy, co-producer, to presell the film to the public.

'People Will Talk'

"People Will Talk," which was produced by Darryl F. Zanuck and directed by Joseph L. Mankiewicz, will go out to theatres in September, backed by a campaign similar to that given "All About Eve."

"No Highway in the Sky," which stars James Stewart and Marlene Dietrich, will be released this month, with special handling planned.

Attending the conference, which will be held under the aegis of Lichtman, will be Arthur Silverstone, Eastern sales manager; Edwin W. Aaron, Western sales manager; Martin Moskowitz, Empire State division manager; E. X. Callahan, Atlantic division manager; R. E. Moon, Central division; Peter Myers, Canadian division; M. A. Levy, Midwest; H. G. Ballance, Southern, and Herman Wobber, Western division manager.

Setting plans for the remainder of the year's releases, the following six Technicolor features will be included in the line-up between August and December.

The Line-up

Darryl F. Zanuck's production of "David and Bathsheba," starring Gregory Peck and Susan Hayward, directed by Henry King; "Meet Me After the Show," starring Betty Grable and McDonald Carey, directed by Richard Sale; "Friendly Island," starring William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne and Gloria De Haven, directed by Edmund Goulding; "Anne of the Indies," starring Louis Jourdan, Debra Paget and Jean Peters, directed by Jacques Tourneur; "Man of Two Worlds," starring Tyrone Power, Ann Blyth and Michael Rennie, directed by Roy Baker; "Golden Girl," starring Mitzi Gaynor, Dale Robertson and Dennis Day, directed by Lloyd Bacon.

All-Industry Meet

(*Continued from page* 1)

"united front" approach by the accord apparently being worked out between NETTC and Allied on what frequencies to seek. It is believed the rest of the industry can largely agree with this position. The idea would be that Allied would support NETTC and the rest of the industry in asking for frequencies above the present UHF broadcasting band, with the understanding that if it later becomes apparent that the FCC is ready to force telecasters out of the VHF band that NETTC and MPAA and the other groups will then support Allied in seeking the VHF frequencies for large-screen television.

U.S. Sues B. P. Schulberg

HOLLYWOOD, July 12.—The government has filed a Federal court suit against B. P. Schulberg, producer, for $146,260, representing income tax judgment obtained in 1946, plus interest. U. S. attorney Paul Magasin said no payment has been made on the judgment.

TV-Fight

(*Continued from page 1*)

tured only the telecast, pulling the film feature. Sell-out crowds were also reported in Fabian's National, Richmond, Va. and RKO's Palace, Cleveland, O.

Following are initial detailed reports from the cities:

Baltimore: Terrific thunderstorms just prior to the fight held down crowds at Loew's Century to some extent. However, a capacity house of 3,040 persons, plus standing room, was realized. Tickets were sold to typical fight patronage and not film goers. Regular admission prices were charged. The Regent Theatre, seating 1,600, was scarcely half-filled before fight time.

Washington: A capacity audience of over 1,831 persons packed the RKO Keith's 20 minutes before fight time and unlike the Murphy-LaMotta bout the management reported there were no complimentary tickets given out. The theatre continued its previous policy of showing the fight in addition to the regular show, at regular prices, with continuous showing. As at the Murphy-LaMotta fight, there were hawkers in the aisles selling popcorn and ice cream.

Chicago: One hour before the opening bell the 3,500-seater Southside Tivoli Theatre was about one-third full for the large-screen telecast of the Layne-Marciano fight. The balcony and the mezzanine were virtually empty and the main floor was about three-quarters filled.

At the downtown 2,629-seater State Lake, there still was room for 400 people and a sell-out seemed assured, but it was unlikely that there would be enough business to warrant a second showing of the fight with the Paramount film storage equipment. B. and K. executives attributed the drop off from business done by the first two exclusive fight telecasts to weakness of the attraction itself and to the stiff competition offered by the White Sox-Boston twilight-night double header, which drew a crowd of over 50,000. Both theatres charged regular evening prices, 74 cents, including tax, at the Tivoli; 98 cents, including tax, at the State Lake.

However, later the State Lake filled to capacity.

Albany: The Layne-Marciano telecast did not draw to Fabian's Palace the early-capacity audience that the Murphy-LaMotta telecast attracted, but with 75 per cent of the 3,640 seats occupied at eight o'clock, manager Alex Sayles predicted a sell-out by ten, which occurred.

Regular adult admission of 74 cents was charged, while children's price was increased from 25 to 50 cents—same as the last time. Two pictures were also shown. The sale of tickets for the Murphy-LaMotta fight was stopped at 8:05.

Three factors were cited as bearing on tonight's attendance, contestants were not as well known as those in the two previous bouts, weather was threatening and telecast was scheduled for Thursday—downtown shopping night.

The doors were opened at six, contrasted with 6:20 two weeks ago. At six there were lines extending in both directions, but they were not as long as for the Murphy-LaMotta videocast. Concession stand business, however, boomed.

The audience appeared to be younger than for the Murphy-LaMotta videocast. Many men were in shirtsleeves. They looked and acted quieter than those similarly costumed a fortnight ago.

Pittsburgh: Manager John D. Walsh of the Fulton Theater reverted to the non-reserved seat setup for last night's fight on theater TV.

The house seats 1,700 and was filled to capacity with a few standees. The charge was a $1.50 as in the two previous TV fights and the net was $1,625. The federal and city tax amounts to 35 cents on each ticket. The house was closed following the six o'clock showing of the "Frogmen" and reopened at 9:30. Shorts were shown until fight time.

Cleveland: At an early hour there was a disappointing turnout of 70 per cent of capacity at the Palace, but later the house filled. The same admission prevailed as for the two previous TV presentations.

Philadelphia: The Layne-Marciano theatre telecast at the Warners' Stanley Theatre was another sellout, although the record breaking crowds that thronged the house for the La-Motta-Murphy bout were not in evidence. For this one the Stanley sold out 3,000 seats a few minutes before the fight. The box office closed down at 5:50 p.m. and reopened at 7:45. A $1.25 was charged, an increase of 35 cents over regular admission. The Lincoln Theatre, a 1,300 seats, operated by Theatre Television Enterprises in the Negro section, did not fare so well with less than half of the house sold. The theatre had been closed recently and reopened on short notice for the event. The fight was the only attraction. No film was shown. It was arranged principally by Theatre Television Enterprises to test its equipment.

Fair TV Practices Group Advances; Names Alldredge

WASHINGTON, July 12.—Progress in the development of the recently established Fair Television Practices Committee is reported here by chairman Jerome W. Marks. Basic policy of the organization is to fight the limitation of audiences only to those paying special fees.

At the same time Marks, a member of the local law firm of Husch and Marks, reported the appointment of Charles Alldredge as Washington representative.

Alldredge directed some of the pioneer research in the effects of television in social and economic fields. Formerly director of information for a number of Federal agencies, he resigned as assistant to the Secretary of the Interior in 1948 to join the campaign of Alben W. Barkley for the vice-presidency. Since then he has been in private practice as a public relations counsel.

The committee was organized not only to oppose captive telecasts requiring the payment of special fees by viewers, but also other practices which it considers discriminatory against set owners.

Cites Investment

"American families have invested in excess of three billion dollars in 12,000,000 television sets in expectation that a whole new world of sports and theatrical entertainment would be opened up to them. This mass audience and its investment will substantially increase as soon as the Federal Communications Commission permits the building of additional TV stations, and it is the purpose of our committee to help establish the rights of these millions of TV families and protect them from discrimination," Marks declared.

"Television has grown with such astounding rapidity that many basic decisions regarding it have yet to be made by Congress, the FCC, the Courts."

Lippert Cancels Films for Video

HOLLYWOOD, July 12.—Independent producer Robert L. Lippert has canceled a series of films he had planned to make in association with Hal Roach, Jr., for both theatrical and television distribution.

Demands by the Screen Actors Guild, the Screen Writers Guild and the American Federation of Musicians for extra compensation from film shown on video prompted the decision, according to Murray Lerner, vice-president of the Lippert Company. He said that the extra payments would make it practically impossible for the company to realize a profit on the venture.

Two pictures out of a projected program of twelve sixteen-minute features intended for both theatre and TV consumption have been completed. These are "Tales of Robin Hood" and "Present Arms," and they now will be distributed only to theatres.

Block Republic, TV

(*Continued from page 1*)

Robert Guggenheim that all Republic product has been withdrawn from the offer to television pending further negotiations with the American Federation of Musicians.

When and if Republic product is again offered to television, KNBH may start again from scratch without being bound by previous agreements, Guggenheim was told.

Although Hollywood Television Service executives were not available for comment today, informed sources credit the possibility that the impending action by the talent guilds against another concern which recently consummated the sale of a large number of pictures to television may be influencing Republic to delay closing any deals until the guilds' intentions are clarified. AFM's surprise demand for five per cent of gross of the difference between the amount paid by the station for product and the amount obtained from the sponsor was cited to Guggenheim as a point requiring further negotiations with the AFM.

Martin-Lewis Premiere

Paramount will hold the world premiere of the new Dean Martin-Jerry Lewis film, "That's My Boy," on July 20 at the Warner Theatre in Atlantic City. This Hal B. Wallis production is the second starring vehicle for the comedy team which is now making personal appearances at the New York Paramount Theatre.

UPT-ABC

(*Continued from page 1*)

firms have already approved the proposed merger, and stockholder meetings are slated for July 27. The petition will have to be amended to give results of these meetings, and FCC action, even the scheduling of hearings, is not likely before mid-August.

The two companies told the Commission that the merger would make funds available to promote the resulting company to a position of equality with other companies now leading in the network field and would "stimulate competition in network broadcasting to a degree heretofore non-existent."

UPT to Bring

The Commission was also told that United Paramount would bring to the merger substantial resources and personnel, with an experience and record of accomplishment in the public entertainment and information field, and that the new company would be able to "function more effectively in the public interest."

These twin arguments of better public service and more competition in TV networking are expected to serve as the keystone of the ABC-UPT arguments for approval of the proposed merger.

Fills 15 Volumes

The material filed with the FCC today filled 15 large volumes, with further supporting testimony and exhibits to come tomorrow.

The application requested that the new American Broadcasting-Paramount Theatres, Inc. get ABC's standard, FM and TV stations in five cities. It asked assignment of licenses to the new company for these stations: WJZ, WJZ-FM and WJZ-TV in New York City; KECA, KECA-FM and KECA-TV in Los Angeles; KGO, KGO-FM and KGO-TV in San Francisco; and WENR, WENR-FM, and WENR-TV in Chicago. It requested transfer of control to the new company of WXYZ, WXYZ-FM and WXYZ-TV in Detroit.

Petition Asks

The petition asked that United Paramount's TV station in Chicago, WBKB, be transferred to Columbia Broadcasting, but that the new company retain the use of the call letters. It also requested that the Commission reissue ABC's authority to transmit in Canada to the merged firm.

United Paramount said that if the merger is approved, it will withdraw pending applications for TV stations in Des Moines, Detroit, Boston and Tampa. It also said it would take off the air its Chicago FM station, WBIK-FM.

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Rep. Gets Film Of Robinson-Turpin Fight

Yates Sets Exclusive Deal for 'Upset' Bout

Exclusive film rights to what is termed "the supreme fight sensation of all time," a full-length motion picture of the world's middleweight championship bout between Sugar Ray Robinson and Randolph Turpin, have been acquired by Herbert J. Yates, president of Republic Pictures, for his company, it was announced here at the weekend.

Distribution arrangements were made by Yates with promoter Jack Solomons, and prints will be available at all Republic branches immediately. Accessories will be available at all National Screen branches. The film is narrated by the well-known sports announcer, Jimmy Powers, "Powerhouse" columnist sports editor of the

(*Continued on page* 4)

Balaban Weighs Pay Bid at Para. Int'l

Barney Balaban, Paramount Pictures president, and Arthur Israel, assistant secretary of the company, will confer this week with respect to the pay increase demands of Paramount International's home office "white collar" workers, it was learned at the weekend following a meeting between Israel and Joseph Basson, IATSE international representative.

Sitting in on the meeting was Rus-

(*Continued on page* 4)

Independents Okay Newspaper Clinic

Minneapolis, July 15.—Another move by the new Ted Mann administration in North Central Allied, for a newspaper clinic in the fall to promote public relations for the betterment of boxoffices, was unanimously approved and given whole-hearted support by Central Minnesota independent exhibitors at a meeting held at Perham, Minn. NCA counsel Stan Kane explained the plan at the meeting, over which Lowell Smoots, Little Falls exhibitor, presided.

NPA Changes Forms for Filing for New Projects

Washington, July 15.—Theatre owners and others who plan to submit or have submitted applications for government approval of construction projects must do so on a new form, the National Production Authority reports.

Until now, such applications have been made on a form known as NPAF-24. As part of the transition to the new construction order, the applications from now on will be made on a form known as CMP-4C. Tying in to the controlled materials plan, this new application form will serve both as a construction application and also an application for allotment of steel, copper and aluminum to carry out the construction if approved. The NPA made it clear that not only must new applications be filed on this new form but also that applications now pending and not yet acted on must be re-submitted on the new form.

U. K. Pact Talks To Start Today

London, July 15.—The exploratory meeting of American and British representatives on the new film remittance agreement, which had been scheduled for Friday, was postponed until tomorrow at the request of the American delegation.

Members of the American group attended a luncheon here on Friday with resident managers of distribution companies, which developed into an afternoon-long discussion.

20th-Fox Sales Meet Opens Here Today

The two-day conference of 20th Century-Fox division managers which opens at the home office today will devote considerable time during discussions to merchandising plans for the company's top pictures.

With "Decision Before Dawn," "People Will Talk" and "No Highway in the Sky" on the sales agenda drawn up by Al Lichtman, director of distribution, further talks will center about the company's national cooperative advertising offer to every first-run theatre in the country as well as those first subsequent runs which join together for cooperative advertising in their territories.

Vice-President Charles Einfeld will confer with the division heads on the co-op ad offer as well as the progress

(*Continued on page* 4)

Record Ad Budget for RKO's 'Leathernecks'

Biggest budget on paid advertising on any production since Howard Hughes assumed control of RKO Radio has been allotted to Edmund Grainger's "Flying Leathernecks," starring John Wayne and Robert Ryan. Approximately $200,000 will be expended on national magazine advertising alone, according to RKO's ad-agency, Foote, Cone and Belding. Expenditures will be made for magazines, daily newspapers, trade publications, 24-sheet stands, and radio and video time.

"Flying Leathernecks," Grainger's inaugural RKO production, and de-

(*Continued on page* 4)

Altec to Service National's TV System

An agreement has been reached by Altec Service Corp. with National Theatre Supply to supervise and service installations of National's GPL Simplex TV system. Negotiations are in progress with other TV manufacturers.

Altec, independent service company operating on a national basis, is streamlining its organization to be ready to meet the need for TV installation supervision this fall.

Altec, with its manufacturing, development, laboratory facilities and national service organization, provides manufacturers, dealers and exhibitors with technical know-how.

5 New Channels for Telecasts Proposed

Washington, July 15.—The Federal Communications Commission has refused to give five television channels in the ultra-high frequency band to common carriers and instead proposed to give them to television broadcasters. This would make 70 new channels in the UHF band that the Commission is proposing to give to TV broadcasting. Common carriers had asked for five channels in the 470 to 500 MC range, but the Commission found that the entire space from 470 to 890 MC was "urgently needed to obtain full development of television broadcasting and that the loss of any space to other services would severely

(*Continued on page* 4)

MPAA Okays 'Jubilee' Participation

But Board Makes Support Contingent on Exhibition

With budgetary commitments due to be determined at a series of additional conferences here this week, the board of the Motion Picture Association of America on Friday approved in principle and with special qualification the MPAA's participation in the industry-wide boxoffice jubilee drive to be held during October and November under sponsorship of the Council of Motion Picture Organizations.

The qualification was this: formal approval of support for the project will hinge on COMPO's success in enlisting the full and wholehearted cooperation of the nation's exhibitors.

Arthur L. Mayer, COMPO execu-

(*Continued on page* 4)

Compo Joins Fight On Tax Exemptions

The Council of Motion Picture Organizations has joined the fight against the Federal tax bill provisions exempting a wide variety of non-commercial organizations from charging admission taxes when they sponsor public entertainment.

Robert W. Coyne, COMPO special counsel, has scheduled an appearance

(*Continued on page* 4)

Loew's Union Tilt Before NLRB Thurs.

National Labor Relations Board examiner James Alteri will hold a formal hearing here Thursday on the petition for an election to determine the collective bargaining agency for the Loew's home office "white collar" workers.

Rivals for jurisdiction over the 500 former members of the Screen Office and Professional Employes Guild, now dissolved, are IATSE Motion Picture Home Office and Professional Employes Local No. H-63 and District No. 65 of the Distributive, Processing and Office Workers of New York and New Jersey.

Coming Events

July 16-19—Pacific Coast Conference of Independent Theatre Owners annual convention, Del Mar Turf and Surf Club, Del Mar, Cal.

July 17—Wisconsin Allied-sponsored all-industry meeting for exhibitors, Milwaukee.

July 17-18—Republic regional sales meeting, New York.

July 23-26—Council of Motion Picture Organizations-sponsored seminar for exhibitors and producers, Hollywood.

Aug. 8—Cinema Stamp Collectors meeting, Hotel Astor, N. Y.

Dozen Theatres in Kansas Flooded

Kansas City, Mo. July 15.—Three motion picture theatres in the Argentine and Armourdale sections of Kansas City, Kan., are in the flooded area of Greater Kansas City and are partly under water.

The Boulevard Drive-in is in that area and closed Thursday night on warning of possible overflowing of the Kansas River. The Riverside Drive-in is flooded. Flooding of one pumping station put a heavy load on other stations of the Kansas City-Missouri water system and officials urged that all business except essential ones be closed as one of several means urged to conserve water for domestic purposes and fire protection.

Fox Midwest managers have chartered planes to carry prints to area points where managers may pick them up for some circuit theatres. Exhibitors' film delivery trucks took out prints Friday in directions where highways were still open. Exchanges are running short of some prints because of delay and disruption of normal out and in flow. Telephone and wire communication is broken between Kansas City and a few of the worst flooded points. So far, a dozen theatres in the area are flooded. A few others are unable to operate because of stoppage of power at flooded utility stations.

McCullough Joins In Canadian Vault Tests

John B. McCullough, director of the Motion Picture Association of America's film conservation department, left here at the weekend for Ottawa where, on invitation of the National Film Board of Canada, he will participate in fire tests of the newly-designed film vaults which will be incorporated in the film archives planned by the Canadian government.

Buffalo Variety Party

Buffalo, July 15.—The annual picnic of Variety Tent No. 7 of Buffalo will be held tomorrow at the auto club in Clarence, N. Y. A softball game between exhibitors and distributors will be one of the highlights.

Personal Mention

EDMUND GRAINGER, RKO Pictures producer, has returned to the Coast from New York.

•

Gloria Germaine, daughter of Henry Germaine, Paramount New Haven branch manager, was married to Richard Platcow, a lieutenant in the U. S. Army, recently.

•

George Roth, general sales manager for Fine Arts Films, will leave here tomorrow for St. Louis, Detroit and Chicago.

•

J. Lawrence Schanberger, owner of Keiths' Theatre, Baltimore, and his family are spending a month's vacation at Atlantic City.

•

Rube Lewis, business agent of Local No. 84, IATSE, and stage manager of Loew's Poli Palace, has resumed his duties, following an illness.

•

Fred Abronzino of E. M. Loew's Theatres, Hartford, will return to the U. S. in mid-August from a year's vacation in Italy.

•

William E. Kollmer, manager of Western Electric of India, is in New York from abroad.

•

M. B. Horwitz, general manager of the Washington Circuit and Mrs. Horwitz are in Mt. Clemens, Mich.

BERNARD J. GATES, Monogram's Latin-American supervisor, has arrived here for conferences from abroad.

•

Phil Williams, March of Time executive, returned to his desk at the weekend after visiting 12 key cities from here to the Coast, in 12 days, by plane.

•

Howard Schussler, former head booker of Lam Amusement Co., Rome, Ga., has been appointed special sales representative for the Kay Exchange, Atlanta.

•

J. Lawrence Schanberger, owner of Keith's Theatre, Baltimore, and his family, are spending a month at Atlantic City.

•

Milton Hale, Paramount exploiteer in Detroit, has left there to join Paramount in a similar capacity on the Coast.

•

Sol Karp, assistant manager, of the State Theatre, Hartford, has been recalled to active duty by the Navy Reserve.

•

Holt Gewinner, publicity chief of Georgia Theatres, Atlanta, is visiting in St. Simons, Ga.

•

Anthony Bray, student assistant manager, Loew's Poli Palace, Hartford, has enlisted in the Air Force.

ACLU Ready to Go To Court on 'Son'

Chicago, July 15.—The American Civil Liberties Union has announced that it is ready to go to court to fight the censorship ban in Chicago on Classic Pictures' "Native Son," if negotiations now under way for lifting the ban are unsuccessful. The announcement was made by Edward H. Meyerding, executive director of the ACLU's Chicago division. Eli Fink is attorney for the ACLU in the negotiations.

Mrs. Truman Sponsor Of 'Tiki' Opening

Washington, July 15.—Under the patronage of Mrs. Harry S. Truman and sponsored by the Ambassadors of Norway, France, Sweden, Peru and Ecuador and the Washington Academy of Sciences and its affiliated societies, "Kon-Tiki" will have its Washington premiere at the Dupont Theatre Tuesday evening as a special benefit. Proceeds of the premiere will go toward financing the 1952 Science Fairs for junior and senior high school students in the nation's capital.

Record for 'Caruso'

Detroit, July 15. — The Adams Theatre here is holding M-G-M's "The Great Caruso" for at least eight weeks, setting a record for an M-G-M release at the Adams.

Sunday Films Approved

Nashville, July 15.—The town of Dickson and Dickson County have been authorized to have Sunday films.

More New Films Set For Broadway Houses

Several additional new films have been dated for the new week at Broadway showcases. Irving Allen's "New Mexico," in Anscolor, had its area premiere at the Victoria Theatre Friday; United Artists is releasing. The Roxy Theatre's new triple program, starting Wednesday, will feature 20th Century-Fox's Technicolor film, "Take Care of My Little Girl," in conjunction with "On the Boardwalk," ice and variety revue, plus a revue starring Carol Lynn and Arnold Shoda.

'Peking Express'

Also starting Wednesday will be "Peking Express," a Paramount production co-starring Joseph Cotten, Corinne Calvet and Edmund Gwenn, which will take over at the Paramount Theatre. Duke Ellington with his orchestra and Toni Harper will be on stage. On Thursday, the Palace Theatre will have the New York premiere of Columbia's "Never Trust a Gambler."

Paramount Will Host PCCITO Delegates

Hollywood, July 15.—Paramount will be host to a delegation of 50 representatives of the Pacific Coast Independent Theatre Owners Conference at a studio luncheon and tour tomorrow.

The delegates will be feted at the studio enroute to their annual convention which is being held this year at Del Mar, July 16-21.

Newsreel Parade

THE Korean talks mark a highlight in all current newsreels. Other items include the Shriners convention and the All-Star ball game. Complete contents follow:

MOVIETONE NEWS, No. 57—First pictures of Korean parley. Shriners in New York City. Story of a chimp. All-Star game. Interview with Randy Turpin.

NEWS OF THE DAY, No. 291—First pictures of Korean parley. Shriners take New York, United States welcomes 250,000th "DP". A chimp's day. All-Star game.

PARAMOUNT NEWS, No. 94—New middleweight champion, Randy Turpin. Korea parley. Tony the Chimp at Palisades Park. Welcome 250,000th displaced person. All-Star game.

TELENEWS DIGEST, No. 28-B—Korean talks. Last Japs surrender. Presidential citations awarded. Big "Mo" in Norway. Nehru visits Nepal. New timekeepers. Shriners in New York.

UNIVERSAL NEWS, No. 473—Korean parley. Shriners convention in New York City. Sports flashes: All-Star game in Detroit. Water fight.

WARNER PATHE NEWS, No. 95—Korean talks. Shriners parade in New York. Chimp entertains youngsters on outing. United States welcomes 250,000th "DP." All-Star game.

Bigger Theatre TV Boxing Bids Seen

The reported inability of motion picture theatres to outbid a group of television set manufacturers for the video rights to Wednesday's heavyweight championship fight between Ezzard Charles and Jersey Joe Walcott in Pittsburgh was viewed as transitory by one official of the International Boxing Club here.

Eleven theatres paid $10,000 for the rights to the exclusive televising of last Thursday's bout between Rex Layne and Rocky Marciano at Madison Square Garden here. This compares with $150,000 reportedly paid by nine video set manufacturers for the rights to the forthcoming championship match.

Some $100,000 of the set manufacturers' payment was said to be for the TV coverage, while the balance covered the radio rights, which DuMont, not having its own radio network, plans to resell to another chain. In the video sponsorship are the following: Admiral, Crosley, DuMont, General Electric, Motorola, Philco, RCA, Sylvania and Westinghouse.

The theatre TV interests, which include houses operated by Loew's, United Paramount, RKO and Fabian, were said to have made an offer of roughly $65,000 for the Charles-Walcott fight telecast rights.

Dill in New Kodak Post

Rochester, N. Y., July 15.—Monroe V. Dill has been named assistant director of industrial relations for Eastman Kodak by Craig P. Cochrane, Kodak's director of industrial relations. Dill has been active in industrial relations work at Kodak since 1937, when he was appointed to the staff of that department.

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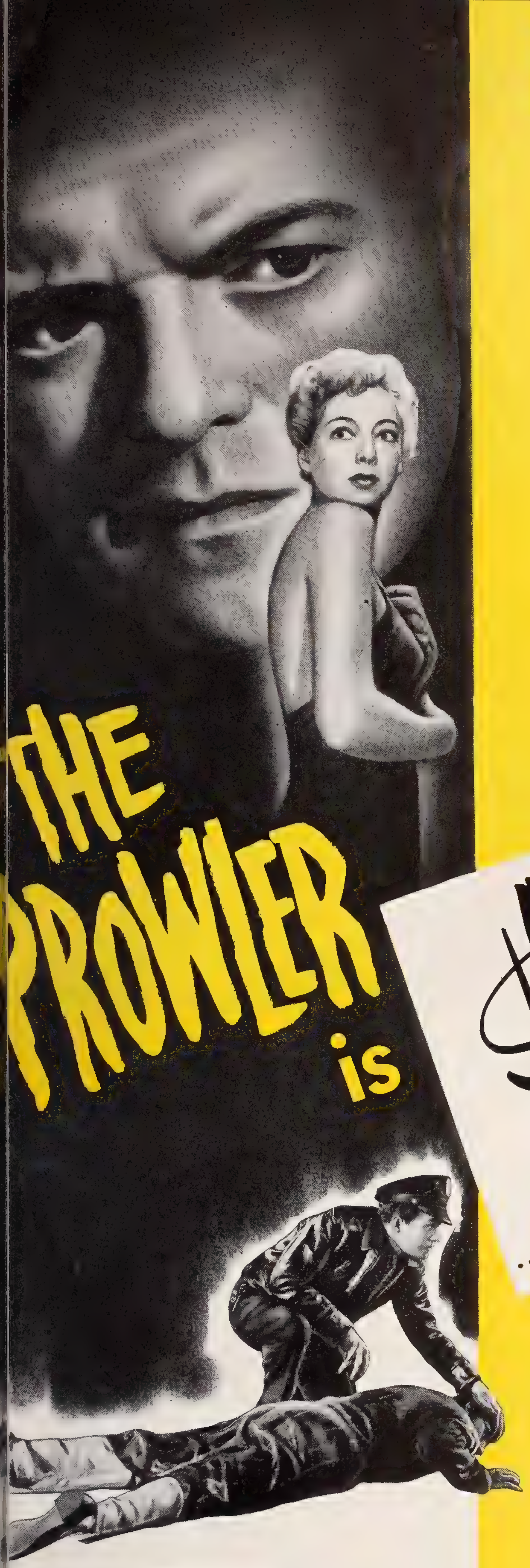

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Fight Film

(Continued from page 1)

New York *Daily News.* There are about 5,000 feet of the film for a running time of about 45 minutes.

The event, held in Earl's Court, London, on July 10 proved an electrifying upset as Turpin won a 15-round decision over Robinson, to become the first British world middleweight champion since 1894, when Bob Fitzsimmons gave up the title to fight in the heavier class. Robinson, a 4-to-1 favorite, suffered the second defeat in his great career of 128 professional bouts, while Turpin registered his 41st victory in 44 contests.

The picture is expected to be in strong demand, since the fight has been heralded as a good one, as well as being a dramatic upset. It will be the American public's only opportunity to see the fight, which was put on in England. Exclusive theatre telecasts of prize fights of even lesser interest and import in the sports world have demonstrated recently the wide public demand for slug-fest pictures.

Compo Joins Fight

(Continued from page 1)

this week before the Senate Finance Committee to attack the tax exemption provisions.

Virtually every exhibitor organization has gone on record against the exemptions. The new tax bill provides for a continuance of the 20 per cent Federal levy on tickets to motion picture and other commercially-operated theatres.

Coyne said here that his appearance before the Senate group probably would take place on Wednesday. If he cannot secure a hearing before then, it is expected he will have to postpone from Thursday to Friday his departure for the Coast to attend next week's COMPO seminar on production problems.

20th-Fox Sales Meet

(Continued from page 1)

being made in the merging of sales and advertising forces to give greater impetus to the merchandising program for the public.

Also scheduled during the meet are screenings of three films which the managers did not see during their last Los Angeles convention. These include "No Highway in the Sky," "Meet Me After the Show," the Technicolor musical starring Betty Grable, and "A Millionaire for Christy," the Bert Friedlob production starring Fred MacMurray, Eleanor Parker and Richard Carlson.

'Major' to Souvaine

The new British comedy, "The Galloping Major" has been acquired for Western hemisphere release by Souvaine Selective Pictures, according to Charles Amory, vice-president in charge of sales. The film will be released here nationally about Oct. 1.

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MPAA Approves 'Jubilee'

(Continued from page 1)

tive vice-president, told the MPAA board meeting that on the basis of letters and reports already received from exhibitor groups in various parts of the country, there is "no question" that theatres throughout the nation will enthusiastically get behind the concerted, business-building drive.

The MPAA board approved the general outlines of a comprehensive advertising, publicity and exploitation plan drawn up by the ad-publicity directors of the member companies and incorporating ideas and suggestions submitted by leading exhibitors and theatre organizations.

S. Barret McCormick, RKO director of advertising, and chairman of MPAA's advertising and publicity directors committee, explained general features of the campaign to the board, while Howard Dietz, Loew's director of advertising-publicity-exploitation, and chairman of a special sub-committee on advertising, discussed that aspect of the program. McCormick also covered the ground on publicity and exploitation in the absence of Charles Simonelli, Eastern advertising-publicity manager for Universal, who headed a special subcommittee in those two areas of activity.

Purpose of the campaign will be to focus attention not only on the array of outstanding motion pictures which will be released during this period, but on the importance of the motion picture theatre as "an integral part of the community's social and economic life."

Behind the campaign would be thrown the full weight and resources of the motion picture industry with all its major components—producers, distributors and exhibitors—cooperating in the gigantic effort.

Present at the meeting, in addition to Dietz, McCormick and Mayer, were: Abe Schneider, Columbia; Joe Vogel and Charles M. Reagan, Loew's; Edward Morey, Monogram; Barney Balaban and Austin Keough, Paramount; Ned E. Depinet and William H. Clark, RKO; Theodore Black, Republic; Spyros P. Skouras, 20th Century-Fox; Seymour Peyser, United Artists; John J. O'Connor and Alfred E. Daff, Universal; Sam Schneider, Warner Bros.; and Fred W. DuVall, Sidney Schreiber and Alfred Corwin of the MPAA.

Balaban Weighs

(Continued from page 1)

sell M. Moss, executive vice-president of "IA" Motion Picture Home Office Employes Local No. H-63, which has proposed a pay hike of 10 per cent. The company, in rejecting that proposal, offered a straight $4-across-the-board raise, but the union turned it down as insufficient.

Moss said on Friday that the local will wait until mid-week for a reply from Israel before it takes further action. When H-63 applied to "IA" international president Richard F. Walsh for permission to strike at Paramount International, Basson was assigned to confer with Israel.

Ida Garretson Resigns

Ida H. Garretson, who has for the past 16 years handled all purchasing for the United Artists home office and domestic and Canadian branches, has resigned from that post.

Mid-South Allied to Meet on Oct. 16-17

Memphis, July 15. — Allied Theatre Owners of the Mid-South has called its annual convention for the Hotel Gayso in Memphis on Oct. 16-17. Edward O. Cullins, vice-president, said several hundred theatre owners from Kentucky, Missouri, Alabama, Mississippi, Tennessee and Arkansas have been invited.

Would Seek Aid of News Publishers

Local industry committees, composed of exhibitors and distribution representatives, should visit newspaper publishers in the key cities of their territories to point out to them the industry's problems and to remind them that the industry is a very large advertising customer, in the opinion of Morey Goldstein, general sales manager of Monogram-Allied Artists.

This is necessary to correct the influence for which film critics of newspapers are blamed by Goldstein for the general public's feelings that pictures are not good.

Goldstein declared that "it must be remembered that a bad review in a metropolitan daily influences not only the reader of that particular paper but hundreds of thousands of others, for the reviews of many big town papers are syndicated throughout the country." Goldstein said, "It is not uncommon for many critics in the country to copy the review of a big town critic—thus making it more important than ever for us to concentrate in correcting this evil at its source, the metropolitan city newspaper."

Goldstein declared that if publishers showed themselves unsympathetic to the industry's problem, they should be warned that the industry will cease display advertisements and merely use the directory type. To support this course of action he noted that the legitimate plays in New York use the directory ad "without any loss in business."

He compared the newspaper critic's reviews with those of the trade press critics, and remarked: "Even when a trade press representative does not like a particular picture, he may point out to the exhibitor the exploitable angles that may help at the box-office."

5 New Channels

(Continued from page 1)

handicap the full attainment of an adequate nationwide and competitive TV system."

As an indication of the continuing interest in television, the Commission said that even though it had discouraged the filing of applications for new stations, over 400 had been received since the start of the current TV proceedings.

'Leathernecks'

(Continued from page 1)

scribed as a "pet" project of Howard Hughes, is scheduled for a premiere on Labor Day, with nationwide U. S. Marine Corps participation.

NEWS in Brief . . .

Production of what is described as the first series of television shorts in color was announced here by Milton Subotsky and Harvey Cort with the creation of 13 15-minute color shorts titled "Junior Science."

Produced by Subotsky and Cort in association with Max J. Rosenberg, the films are narrated by Dr. Gerald Wendt, science author and lecturer and organizer of the Science Clubs of America. They are being completed now with all shooting finished. Filming was in New York. Rosenberg will distribute.

•

Commander Attilio Gatti announced at a reception at the Brussels here plans for his forthcoming 12th expedition to Africa, during which he will film considerable footage which will be made into a feature picture.

•

First bookings of "He Ran All the Way," United Artists release, in Loew's theatres have been set for Wednesday in Providence, Reading, Harrisburg, Memphis, St. Louis, Wilmington, Richmond and Norfolk.

During the last week of July, the picture will move into the Palm State in Detroit, the Palace in Cincinnati, Paramount in Palm Beach and the Florida in West Palm Beach. Openings in August include the Weber, Tabor and Aladdin theatres in Denver; State, Houston; State and Orpheum, Boston; State, Syracuse; Loew's, Rochester, N. Y.; Buffalo in Buffalo, and Shea's Bellevue in Niagara Falls.

UPT Heads' Tour Of ABC 'Gratifies'

Robert H. O'Brien, United Paramount Theatres secretary-treasurer, who is slated to become executive vice-president of the American Broadcasting division when the UPT-ABC merger is approved by the Federal Communications Commissions, said here at the weekend that he and Leonard Goldenson, UPT president, "were gratified and pleased" with what they saw on their recent tour of ABC radio and television stations in Chicago, Detroit, San Francisco and Los Angeles.

"We liked the physical facilities and personnel we saw," he declared. When asked if any changes in physical facilities or personnel were contemplated, O'Brien hastened to point out that UPT had undertaken no thinking in that direction, nor would it so much as consider doing so until after the FCC acted favorably on the merger petition which has been filed.

Goldenson and O'Brien were accompanied on their tour by Robert Kintner, ABC president who is expected to head the new ABC division after the merger.

London, Uhr Sign Stark

HOLLYWOOD, July 15.—Leonard Stark, University of Southern California graduate of the last term, who plays one of the featured roles in the initial three-reeler of a series, "Frank Merriwell At Yale," has been signed to a long term contract by Tony London and Ira Uhr.

TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Mon., July 30, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Mon., July 30, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Mon., July 30, 10:30 A.M.

BUFFALO, Mo. Pic. Oper. Screening Room, 498 Pearl St., Mon., July 30, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 S. Church St., Mon., July 30, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 S. Wabash Ave., Mon., July 30, 1:30 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Mon., July 30, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Mon., July 30, 2:30 P.M.

DALLAS, Fox Screening Room, 1803 Wood St., Mon., July 30, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Mon., July 30, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Mon., July 30, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Mon., July 30, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Mon., July 30, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Mon., July 30, 2:30 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Mon., July 30, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Mon., July 30, 12:15 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Mon., July 30, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Mon., July 30, 2:00 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Mon., July 30, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Mon., July 30, 2:30 P.M.

NEW YORK, Paris Theatre, 4 West 58th St., Mon., July 23, 10:30 A.M.

OKLAHOMA CITY, Fox Screening Room, 10 N. Lee St., Mon., July 30, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Mon., July 30, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Mon., July 30, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Mon., July 30, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Mon., July 30, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., July 31, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 East 1st St., South, Mon., July 30, 1:30 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Mon., July 30, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Mon., July 30, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 N. Philips Ave., Mon., July 30, 10:00 A.M.

WASHINGTON, Film Center Screening Room, 932 New Jersey Ave., Mon., July 30, 2:00 P.M.

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BOSTON 4th MONTH

NEW YORK 4th MONTH

CHICAGO 4th MONTH

WASHINGTON 4th MONTH

PHILADELPHIA 4th MONTH

LOS ANGELES 2nd MONTH

SAN FRANCISCO 2nd MONTH

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Tales of Hoffmann

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 11 NEW YORK, U. S. A., TUESDAY, JULY 17, 1951 TEN CENTS

Schary Named To Top MGM Studio Post

Chicago Weekend Meet Hands Him Studio Reins

The appointment of Dore Schary in charge of M-G-M production and studio operations, acting as chairman of an executive board consisting of E. J. Mannix, general manager; Benjamin Thau and Louis K. Sidney, was announced yesterday by Nicholas M. Schenck, president of Loew's and M-G-M.

Dore Schary

The report followed the weekend meeting at the Ambassador Hotel, Chicago, of the company's top 14 executives, seven from each

(*Continued on page* 5)

Martin-Lewis Set Pace as Broadway Grosses Hold Firm

Despite the strong appeal of the beaches as summer temperatures mount, Broadway's first-runs appear to be holding their own this week in the competition for the amusement dollar.

In the forefront of the better box-office performers is the bill at the Paramount, which combines the comedy team of Martin and Lewis on

(*Continued on page* 2)

California Theatres Reelects 9 Directors

San Francisco, July 16.—The California Theatres Association and Affiliated Industries, Inc., has reelected nine of its former board members in addition to naming Mark Alling, manager of the Golden Gate Theatre in San Francisco and D. B. Levin, owner of the Grand Theatre, San Francisco, to the directorate.

Reelected were Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, Golden State Theatres; L. S. Hamm,

(*Continued on page* 5)

Unity Meet on TV Channels in August

A day or two during the first week of August are expected to be devoted to the all-industry meeting scheduled for New York to work out a "united front" position in connection with the forthcoming FCC hearings on theatre television.

Motion Picture Association of America, Allied, Theatre Owners of America and other organizations will be represented, with Si H. Fabian, head of the National Exhibitors Theatre TV Committee, expected to function as host.

Loew's Opens Fight Film Tomorrow

Loew's and Brandt theatres here concluded deals yesterday with Republic Pictures to open the 5,000-foot film of the recent Sugar Ray Robinson-Randolph Turpin fight in the Metropolitan area tomorrow.

Loew's booked the film for its entire 54 houses in the Metropolitan circuit, while six Brandt houses will show the fight picture. The film also has been booked for Loew's theatres elsewhere around the country and deals are being set with leading circuits in all areas, Republic said.

Loew's State here will open the film day-and-date with Loew's Metropolitan, Brooklyn, tomorrow, retaining it as long as business justifies. The booking for the remainder of the Loew's Metropolitan circuit is for five days minimum, starting tomorrow. Brandt's Mayfair and Lyric will also open tomorrow on the same basis as the State and Metropolitan. Brandt's Carlton,

(*Continued on page* 9)

First Meeting on UK Pact Leaves US Men 'Pessimistic'

London, July 16.—American representatives emerging from a 50-minute preliminary meeting here today on the new film remittance agreement expressed a feeling of "slight pessimism" at its outcome.

Meeting with Bank of England, Board of Trade and Treasury officials were Joyce O'Hara, John McCarthy and F. W. Allport of the Motion Picture Association of America, and James Mulvey of the Society of Independent Motion Picture Producers.

Government sources declined to comment on the meeting except to confirm that it had taken place and to state that no time had been set for the next meeting. Observers feel, however, that both sides are feeling each other out and that the meeting will resume without any unusual delays. O'Hara and Mulvey, in fact, are planning their return to the U. S.

(*Continued on page* 9)

Prints Going Out In Flood Areas

Kansas City, July 16.—Floodwaters are receding in Kansas, and prints are going out by Exhibitors Film Delivery to theatres that are operating though in many cases exhibitors have to meet the trucks and take prints to theatres by boats or other means.

No prints had gone by express up to noon today. In Kansas City, Mo., theatres do not open until five o'clock weekdays and do not operate air conditioning equipment as a water conservation measure. Attendance is down from 25 to 50 per cent.

Levy Chides Industry for Inaction on Arbitration

Present inaction with respect to the proposal that an all-industry meeting be held to determine whether a system of arbitration can be devised was deplored yesterday by Herman M. Levy, general counsel of the Theatre Owners of America, in a statement issued here.

"There is the universal call within the industry for arbitration but there is no universal response," he chided. He would not say if his comments were inspired by the apparent stalemate which followed recent conversa-

(*Continued on page* 9)

Schwartz Head of UA's Purchasing

Robert Schwartz has been named purchasing agent of United Artists. Schwartz, formerly production manager of Eagle-Lion Films, will be in charge of all purchasing for the UA home office and branches. He joined UA following the company's purchase of Eagle-Lion.

Schwartz succeeds Ida Garretson.

Jubilee Plans Will Dominate Coast Seminar

TV, Color, Actors, Ads, 'P.R.' Also on Agenda

The industry box-office jubilee drive which the Council of Motion Picture Organizations will sponsor in the fall will dominate discussions at the COMPO seminar July 23-26 on the Coast, Gael Sullivan, seminar chairman, reported here yesterday with the release of a virtually completed agenda for the round table parley.

Although discussion of the fall industry box-office campaign is expected to be uppermost in the round table program "and color most of the debate," the agenda calls for speeches by two or more delegates on each of 14 other subjects, Sullivan said.

These subjects are: quantity and quality of pictures, new screen faces, picture cycles, message pictures, small budget pictures, television, public relations, trailers and advertising, audi-

(*Continued on page* 5)

Government Asks Industry to Unload All Scrap Metals

Washington, July 16.—National Production Authority film chief, Nathan D. Golden said a plan has been set up to salvage obsolete, inoperative film equipment for scrap, and requests all industry groups to cooperate.

The program covers equipment in theatres, studios and exchanges. The Institute of Scrap Iron and Steel is

(*Continued on page* 4)

Tighter Curbs Seen On Theatre Repairs

Washington, July 16.—The proposed changeover in the National Production Authority's construction control order may mean much tighter curbs on theatre alteration and repair work, in the opinion of some government officials.

They feel that the new restrictions, in terms of copper, steel and aluminum, may hold down such work much more sharply than the present dollar restrictions.

(*Continued on page* 4)

Personal Mention

CECIL B. DE MILLE was presented a gold medal by the Sons of the American Revolution for his "consistent, conspicuous and invaluable patriotic service."

●

JACK DE LIER, Universal-International salesman at Kansas City, traveled by boat for more than 40 miles over the Kansas plains when he was caught in the flood last week.

●

NORM LEVINSON, assistant manager at Loew's Poli, Hartford, and SOL KARP, assistant manager of the State in the same city, have returned there from Montreal.

●

LEE KOKEN, RKO Theatres vending head, returned here yesterday from a tour of the circuit's Midwest theatres and a vacation.

●

HERB CROOKER of M-G-M's publicity department, returned here yesterday from a week's trip to the Midwest.

●

EDWARD MOREY, Monogram-Allied Artists vice-president, left here yesterday by plane for Toronto, and will return over the weekend.

●

CLARENCE GREENE and RUSSELL ROUSE, the producing-directing team, will arrive here on July 30 from the Coast.

●

LEONARD GREENBERG, son of MAURICE GREENBERG, owner of the Center Theatre, Hartford, has married MISS PHYLLIS SPIVACK of New Haven.

●

HAYES GOETZ, M-G-M producer, will leave here tomorrow on the *Ile de France* for London.

●

WILLIAM LANNING, Columbia head booker in San Francisco, is confined to his home because of illness.

●

MAX BERCUTT, Warner publicist, is visiting Seattle and Portland from San Francisco.

●

AL TAMARIN, United Artists publicity director, yesterday began a two-week vacation at Cummington, Mass.

●

JOSEPH WALSH, head of branch operations for Paramount Pictures, left here yesterday for Indianapolis.

●

RICHARD F. WALSH, IATSE international president, left here yesterday for Hollywood.

●

JAMES CAGNEY, MRS. CAGNEY and their two children are due here today from the Coast.

Levy to Manage for UA in Washington

PITTSBURGH, July 16.—Arthur Levy has resigned as sales maanger of the newly organized Eagle-Lion-United Artists office here to become branch manager of the UA office in Washington, D. C., succeeding Earl Sweigart.

1 of 10 Amusement Places Exceed $100,000 Gross

Broadway Grosses

(*Continued from page* 1)

stage with "Dear Brat" on screen. A hefty $140,000 is due to be chalked up for the second and final week by the time Hal Wallis' "Peking Express" moves in tomorrow, and the program might have remained for many more weeks but for other commitments which the comedy pair made prior to their Paramount booking.

"The Great Caruso" will wind up a $1,389,000 10-week stand at Radio City Music Hall tomorrow with the final stanza grossing about $115,000, a good figure but not high enough to forestall the scheduled opening on Thursday of "Show Boat" and a new stage show.

Four New Films

Four films that opened at New York first-runs as last week drew to a close are bringing mixed business reports. First week for "Strictly Dishonorable" at the Capitol where Gene Krupa's band is holding forth on stage is fairly good at $43,000. "Texas Rangers" opened smartly at the Holiday for a $9,000 single week, "Comin' Round the Mountain" having been booked previously to take over this Friday. "New Mexico," on the other hand, is experiencing only a mild first week at the Victoria, with $14,000 expected. But a first-rate $8,900 opening week is seen for "Circle of Danger" at the Trans Lux 53rd Street.

Among the hold-over contingent, "The Prowler" at the Criterion is continuing at a good clip, with between $16,000 and $17,000 seen for the third stanza. Equally satisfactory, and solid enough to justify its continuance for a third week is "Strangers on A Train" whose second week at the Warner looks like $30,000. At the Globe an okay $14,000 is in store for the third inning of "Ace in the Hole," while at the Astor, "Hard, Fast and Beautiful" is perking up to the extent that $12,000 is due to be registered for the third week, against $11,000 for the previous seven days.

New Roxy Bill

"Take Care of My Little Girl" and a new ice show on stage will take over at the Roxy tomorrow. The present bill, consisting of "The Frogmen" and an ice-skating stage presentation, will conclude a 19-day run with a so-so $55,000 for the final five days. "The Prince Who Was a Thief" is having a mild second week at Loew's State, with $11,000 or $12,000 expected.

Among the long-runners, "Tales of Hoffman" is holding firm at the Bijou with $11,000 set for the 15th week, while "Four in A Jeep" is off somewhat at the Paris with a $4,500 fifth week. The British-made "No Place for Jennifer" opened yesterday at the Park Avenue supplanting "Tony Draws A Horse" whose ninth and final week brought a weak $4,100. "Kon-Tiki" is faltering a bit in its 15th week at the Sutton, but $6,500 for that stanza is good enough to assure continuance of the picture.

WASHINGTON, July 16.—The Census Bureau reported today that one out of 10 amusement establishments in the U. S. has annual receipts of $100,000 or more, while one in five has receipts under $5,000 a year.

The figures, based on data in the census of business, includes reports on motion picture theatre establishments as well as other amusement enterprises. Separate figures on theatres will be available later, Bureau officials said.

$2,300,000,000 Total Take

Of 50,347 amusement establishments, only 4,873 had receipts of $100,000 a year or more in 1948. However, these establishments accounted for almost 60 per cent of the total receipts of $2,300,000,000 and about the same proportion of the total pay roll of $610,000,000. At the other extreme, there were 9,895 establishments with receipts of less than $5,000, accounting for about $23,000,000 or about one per cent of all receipts.

The remaining amusement establishments lined up as follows: 5,472, or 11 per cent, in the $50,000 to $99,999 category, accounting for about $385,000,000, or 16 per cent of total receipts; 6,842, or 14 per cent, in the $25,000 to $49,999 group, with $245,000,000, or 10 per cent of total receipts; 8,582, or 17 per cent in the $10,000 to $24,999 range, with $141,000,000, or six per cent of total receipts; and in the $5,000 to $9,999 bracket, 6,127 establishments, or 12 per cent, with $44,000,000 in receipts of two per cent of the total.

Rivoli Opens Today As a CD Center

Broadway's Rivoli Theatre, closed for the summer, will reopen its doors today to serve as a recruiting center for Civil Defense volunteers and will remain open as such until after Labor Day, it was announced here yesterday by Grover A. Whalen, local CD coordinator.

Use of the theatre has been donated by Skouras Theatres, along with the services of its managing director, Montague Salmon. Talent will be furnished through a volunteer committee headed by James Sauter. Mayor Impelliterri and CD director Arthur W. Wallander will participate in the opening ceremonies.

Mexicans Loan $1,789,853

MEXICO CITY, July 16.—The trade's own bank, the semi-official Banco Nacional Cinematografico, announces loans, credits and discounts totaling $1,789,853 in its June 30 balance sheet. The report mentions deposits for the first time—$15,762.

Big $30,000 for 'Show Boat'

CINCINNATI, July 16.—Metro-Goldwyn-Mayer's "Show Boat" opened very big at the RKO. Albee, heading for a $30,000 week's gross, the biggest figure for all films in this situation in many years.

SAG Signs Pacts With TV Producers

Hollywood, July 16. — The Screen Actors Guild today announced the completion of signing collective bargaining contracts with 37 film companies, the majority engaged in television film production. The pacts are interim agreements, to be implemented following the negotiation of a new basic agreement between SAG and the major film producers.

De Vry, Hoff Head TESMA Mail Ballot

W. C. DeVry, president of the DeVry Corp., and J. R. (Bob) Hoff, sales manager of the Ballantyne Co., are the nominees for president of the Theatre Equipment and Supply Manufacturers Association. L. E. Jones, Neumade Products sales manager, Fred C. Matthews, vice-president of Motiograph, and M. H. Stevens, manager of Bausch and Lomb Optical Co., are candidates for vice-president.

The officers and a board of 12 directors will be voted upon by mail ballot and the winners will be installed in office at the annual convention Los Angeles on Oct. 11-13.

Nominated for directors are: Ben H. Adler, Wallace Atey, Edward Altman, C. S. Ashcraft, Roland E. Connor, L. W. Davee, DeVry H. B. (Bob) Engel, J. A. Fetherston, W. A. Gedris, G. G. Heck, H. D. Herbert, Hoff, S. T. Jacobson, Jones, Thos. E. La Vezzie, D. L. Lawton, Geo. B. Marchev, Matthew, Arthur E. Meyer, V. J. Nolan, J. F. O'Brien, E. J. Perry, W. A. Prewitt, Stevens, W. C. Stober, H. H. Strong, E. Wagner, F. J. Wenzel, H. V. Williams, E. O. Wilschke, Edw. H. Wolk.

Terry G. Lewis, 53

OTTAWA, July 16.—Terry G. Lewis, 53, owner of the Eastview Theatre here, died on Saturday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

PEKING EXPRESS
HAL WALLIS' PRODUCTION
JOSEPH COTTEN CORINNE CALVET
EDMUND GWENN
PARAMOUNT TIMES SQUARE
in Person
DUKE ELLINGTON
And His World-Famous Orchestra
Plus
PEG LEG BATES
Howell & Bowser
Extra TONI HARPER
Midnight Feature Nightly

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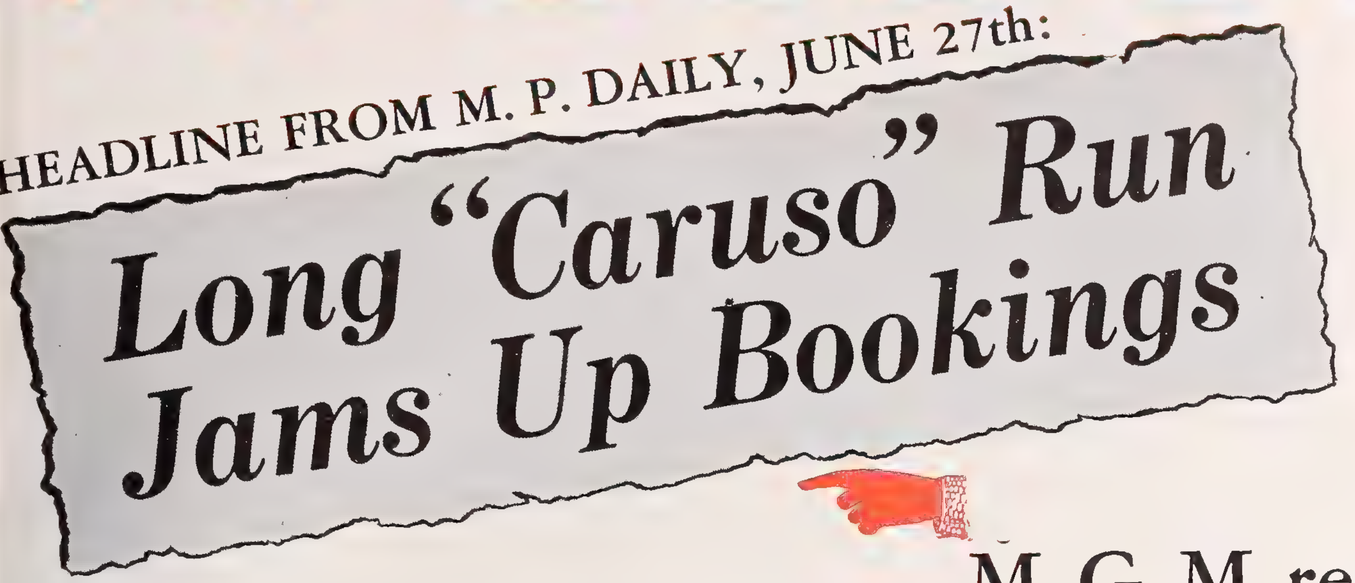
APOLOGIES!

HEADLINE FROM M. P. DAILY, JUNE 27th:



Long "Caruso" Run Jams Up Bookings

M-G-M regrets delays caused by "Great Caruso" extended runs! Please be prepared for another M-G-M jam session!

"SHOW BOAT" FIRST 45 CITIES TOPS "CARUSO" BY 17%!

It's a lovely
M-G-M Summer.

National Pre-Selling

A NATIONAL tieup with Goodall Fabrics, Inc., for cooperative advertising of "David and Bathsheba" has been made by 20th Century-Fox and will result in a joint campaign through 20 national magazines and trade publications, plus the benefit of window displays, special retail promotions, local newspaper ads and full scale publicity campaigns. The tieup will kick off in August with the introduction of a new hand-screened drapery fabric named for the picture and inspired by the film.

Striking art illustrations of the dramatic new design will appear in *American Home, Better Homes and Gardens, Family Circle, Good Housekeeping, House Beautiful, House and Garden* and *Women's Day*, while the trade approach will be through *Advertising Age, Tide, Retailing Daily, Cotton and Wool Reporter, Department Store Economist, Retail Management, Sales Management, Textile Age, Western Home Furnisher, Interior Design and Decoration, Home Furnishing Merchandising, Curtain and Drapery Magazine, Western Fabrics,* and *Curtains and Draperies.*

Full details of the tieup will be carried in the forthcoming giant-size exhibitors campaign book for the picture.

•

***Red Book Magazine*, in its August issue, remarks editorially that "with pictures like 'Show Boat' there will be no box office problems." Florence Somers, reviewing the M-G-M picture, says "this is a handsome production, well acted and sung by a great cast." Other films cited are "That's My Boy" (Paramount), "Tales of Hoffman" (Lopert) and "Francis Goes to the Races" and "Bright Victory" (Universal...**

•

Supplementing the billion-readership national magazine and Sunday supplement campaign for Darryl F. Zanuck's "David and Bathsheba," which gets underway this week in scores of key-city and national publications, will be a similar campaign throughout Canada, hitting every major newspaper and magazine from British Columbia to Nova Scotia. More than 40,000,000 *impressions will be made, with the advertising barrage utilizing three ads in each publication. Among top-circulation newspapers will be the* Vancouver Daily Province, Vancouver Sun, Toronto Star Weekly, Montreal Le Presse, Montreal Standard, *and* Quebec Le Soliel.

•

A tieup has been effected between United Artists and the *Columbus Citizen* whereby the winner of the Ohio city's annual "Soap Box Derby" for youngsters will receive the "Jose Ferrer-Cyrano" prize. The contest, sponsored locally by Scripps-Howard newspapers and Chevrolet dealers, is repeated in many other cities and towns. The special prize consists of a round trip to New York for two, from Aug. 2 to 5, and the winning lad and whoever accompanies him will see the sights of the Big Town, and have a box seat for the Yanks' home game at the Stadium on Aug. 4, to say nothing of a reception at City Hall, free lunches at Lindy's and a Broadway show.

—WALTER BROOKS

Promoting Public Relations, FWC Cites Films as Center of Influence

Los Angeles, July 16.—In line with the widening program, nationally, of promoting public relations to strengthen theatre box-offices, Fox West Coast, in a message to house managers, stresses the necessity of not selling the motion picture business short.

"The motion picture theatre, like the university, the newspaper, the radio and good books, is a center of influence," declares the circuit's management. "People of every age and class go through our doors. They come primarily to be entertained but what they see on the screen does much more than to give them a pleasant afternoon or evening. Their ideas concerning dress and fashion, speech, manners and law observance are affected. Certain pictures have greatly influenced the reading of many books by theatre patrons. Overseas our pictures are a great force in making it possible for other peoples to see something of our advanced economy and our way of life. Films rank high in our attempts at export.

"The screen also develops our ideas about such things as housing, house furnishings and motor cars. The fact is that what is seen and heard at the theatre touches practically every phase of our living. We are not simply merchants of entertainment. We are operating educational institutions which reach untold thousands. Our method of visual presentation undoubtedly teaches many people more than could be learned by scores of textbooks and lectures.

"Bear this in mind, also! The motion picture has by no means reached its peak of importance and influence. In the future we sincerely hope we will see many new developments which will improve the screen and make it a still greater power in developing ideas and opinions."

Gov't Asks Industry

(*Continued from page* 1)

cooperating with NPA on the drive.

In a letter to leading industry organizations, Golden said the scrap shortage will be especially critical in the months ahead and that "the motion picture industry can make an important contribution to this most vital salvage program." Pointing out that there is now considerable obsolete equipment in studios, theatres and exchanges—equipment which either has been replaced or is no longer used—Golden asked that "such equipment be promptly examined to determine if it *must* be held for a foreseeable emergency. If the owner determines it is not necessary to hold it," the NPA official continued, "he should take prompt steps to dispose of such equipment to a scrap dealer."

Use Scrap Dealer

Golden said there is a scrap dealer in every city, town and community where there is either an auto repair shop or farm implement dealer. If the theatre owner in a small community cannot locate a local scrap dealer, Golden said, he should ask the auto repair shop or farm equipment dealer for the scrap man's name.

In another action, NPA announced that all copper raw materials have been placed under Government allocation.

Tighter Curbs Seen

(*Continued from page* 1)

Moreover, they say, with more and more construction of other types becoming eligible for official allocations under Controlled Materials Plan operations, and with CMP allotments to manufacturing firms taking up more and more steel, aluminum and copper, it will be increasingly difficult for exhibitors to find supplies of these materials, regardless of government talk about "self-certification."

NPA film branch officials refused to comment on the new order, which is likely to be issued at the end of this week or early next week.

41 Productions Are In Work on Coast

HOLLYWOOD, July 16.—The production index has increased by two points to a total of 41 pictures in work. Ten new pictures were started while eight were completed.

Started were: "The Thief of Damascus" and "Smoky Canyon," Columbia; "Jack and the Beanstalk" (Exclusive Productions), Independent; "Murder in Safety," Lippert; "When in Rome," Metro-Goldwyn-Mayer; "Blue Fin" (Lindsley Parsons Production), Monogram; "Oklahoma Annie," Republic; "Day Without End" (Filmakers) and "3000 A. D." (American Pictures), RKO Radio; "Where's Charley?" Warner.

Completed were: "Boots Malone" (Sidney Buchman Enterprises), Columbia; "The Green Glove" (Benagoss Productions), Independent; "Lone Star," Metro-Goldwyn-Mayer; "East Is East" (Joseph Bernhard Productions), "The Golden Girl" and "The Marriage Broker," 20th Century Fox; "Fort Defiance" (Melford-UA), United Artists; "Come Fill the Cup," Warner.

SRO Gets Mexican Film

MEXICO CITY, July 16.—"El Billeterito" ("The Boy Lottery Ticket Peddler"), from an original by Nina Wilcox Putnam, now living in Mexico, produced by Cinematografica Cuauhtemoc, Henri A. Lubé, president, is to be released in this country in August by Selznick Releasing Organization. Soon after, with titles in English, it will be released to art theatres and large Mexican communities in the U. S. by Azteca Films-Calderon. The picture has also been sold in South America.

Two Close in the South

ATLANTA, July 16. — Two more theatres in the South have closed their doors. They are the Galax Theatre, Birmingham, Ala., and the Loma Theatre at Griffin, Ga.

CBS Splits Radio And TV Divisions

The creation by the Columbia Broadcasting System of three new divisions reflecting separate autonomous operations of the CBS Radio Network and radio stations operations and services, the CBS Television Network and television stations operations and services, and the laboratory, licensing and developmental operations, is announced by Frank Stanton, CBS president.

"With the recent acquisition, through Hytron Radio & Electronics Corp., of the businesses of tube manufacturing and radio and television receiving set manufacturing, which are now added to the record manufacturing operations of Columbia Records, Inc., it has become desirable to segregate the broadcasting operations of the Columbia Broadcasting System into two divisions," Stanton said. The company's operations in the field of radio broadcasting, on the one hand, and television broadcasting, on the other, will in the future be handled exclusively by distinct organizations operating in these respective fields.

Howard S. Meighan has been named president of the CBS radio division, and J. L. Van Volkenburg has been named president of the CBS television division. Each division will have its own departments for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

Adrian Murphy has been named president of the CBS laboratories division, which will coordinate the company's electronic developmental work, including color television.

Princess Elizabeth To Wilcox Premiere

LONDON, July 16.—Princess Elizabeth and the Duke of Edinburgh will attend the premiere of Herbert Wilcox's new film, "The Lady with a Lamp," the story of Florence Nightingale, at the Plaza Theatre here, Sept. 22. The film stars Anna Neagle and Michael Wilding.

This is the first film premiere the Princess has consented to attend, although last year the King and Queen attended the premiere of Wilcox's "Odette." The new film will have simultaneous premieres in 14 capital cities throughout the British Commonwealth, including Canada, New Zealand, Australia and South Africa. Proceeds of the worldwide performances will be devoted to the Royal College of Nursing Educational Appeal in token of Miss Nightingale's achievements.

Seagram Is Hit for Using 'Oscar' in Ads

HOLLYWOOD, July 16.—The Academy of Motion Picture Arts and Sciences has taken action against Seagram Distillers for unauthorized use of the Academy's Award of Merit Statuette in Seagram's national advertising. "The "Oscar," symbol of the Academy's awards of achievement, has been fully protected by copyright for several years. The Academy's legal counsel has also served notice on Warwick and Legler, New York advertising agency, which placed the offending ad in newspapers around the nation.

TOA Pledges Drive For Jubilee Support After MPAA Votes

The Motion Picture Association of America board's approval of MPAA participation in the industry box-office jubilee which the Council of Motion Picture Organizations will sponsor in the fall, yesterday drew comment from Theatre Owners of America in view of the MPAA's indication that it would signify formal approval only if COMPO succeeded in enlisting the "full and wholehearted cooperation of the nation's exhibitors."

"A canvass of the leaders of TOA," Gael Sullivan, TOA executive director, said, "has brought wholehearted, enthusiastic support of the program for film jubilee in the early fall months. We are gratified that this will bring out a business betterment unity of the industry that is certain to pay off at the box-office.

"In previews of the quality and quantity of the releases scheduled for the early fall months," Sullivan continued, "the schedule of releases indicates the kind of product that will find every exhibitor eager to do everything he can to cooperate."

Sullivan concluded: "TOA will publicize the film jubilee program among all its affiliates and will plead for their active support of the program."

Coast Seminar

(*Continued from page* 1)

ence tastes, picture titles, color, story, direction, actors and screen credits.

Sullivan indicated he would be surprised if a representative of Technicolor Corp. was not on hand for the discussions on color, which are expected to revolve around recent proposals by Dr. Herbert T. Kalmus, Technicolor president, for increasing the output of color features.

The seminar committee chairman said that widespread interest in the jubilee planning and the belief that important box-office benefits would result from the campaign had made the drive the subject of current industry conversation and that, accordingly, discussion of it would highlight the Coast meeting next week.

Mayer to Report

Arthur L. Mayer, COMPO vice-president, he added, will open the discussion of the campaign with a report on the present status of drive plans.

Speakers chosen by National Allied for the seminar are Trueman T. Rembusch, president; Ben Berger of North Central Allied; Ben Marcus of Wisconsin Allied; Col. H. A. Cole of Texas Allied; John Wolfberg, Colorado Allied, and one other.

Speakers representing Pacific Coast Conferences of Independent Theatre Owners will be Rotus Harvey, president; William Graeper, Portland; Sam L. Gillette, Salt Lake City, and one other still to be selected.

Representatives of the Theatre Owners of America will be Sam Pinanski, president; Tom Edwards of St. Louis; Sidney Meyer, Miami; Si Fabian, New York; Pat McGee, Denver, and George Skouras, New York.

Robert J. O'Donnell will represent Variety Clubs International, and Fred J. Schwartz and Sol Schwartz will represent Metropolitan Motion Picture Theatres Association. The Independent Theatre Owners Association of New York has not yet named delegates.

The round table discussions, which will be held in the Beverly Hills Hotel, will be opened with a keynote speech by Ned E. Depinet, COMPO president, who will act as general chairman. The chairmanship of individual sessions will be rotated among leaders of the participating organizations, with representatives of the studios acting as co-chairmen of each session. Speakers from the studios have not yet been announced, but Sullivan said it was expected that all of the leading studios would be represented at the conference.

The first day of the parley will be a closed session for visiting exhibitors. At this meeting final speaking assignments will be made and other last-minute details worked out. The final session on July 26 will be an open forum, over which Sullivan and Rembusch will preside. Delegates, Sullivan said, have decided to forego any social engagements that might interfere with their attendance at all of the seminar sessions.

Schary Heads MGM Studio

(*Continued from page* 1)

Coast. The appointment places Schary in the top M-G-M production and studio post, giving him the administrative duties heretofore exercised by Louis B. Mayer. The resignation of Mayer, announced recently, is to become effective Aug. 31.

The executive meeting in Chicago, the company said, also formulated plans for the season starting in September. An outline of production and casting was discussed and international and domestic markets were analyzed. Distribution plans for "Quo Vadis" occupied an important part of the meeting but a decision on this, if any, was not disclosed by the company. The picture, commenced 10 years ago, is now in final editing stages and should reach theatre screens some time this fall, it was stated.

Those attending the weekend meeting, in addition to those already mentioned, included Arthur M. Loew, J. Robert Rubin, Charles C. Moskowitz, William F. Rodgers, Joseph R. Vogel, Howard Dietz, J. J. Cohn, Lawrence Weingarten and Howard Strickling.

Schary joined M-G-M three years ago as vice-president in charge of production, after having been executive vice-president in charge of production at RKO Radio. Earlier he had been with Vanguard Films.

CHICAGO, July 16.—Loew's-M-G-M top executives left here last night for New York and Culver City after two days of conferences held in the strictest secrecy at the Ambassador Hotel, where their names did not even appear on the hotel registry.

Telephone calls were not accepted by members of the group while the conferences lasted and at their conclusion it was stated that no information would be available until a statement was issued on the return of the Eastern delegation to New York.

Buechel to Handle KATO Meet Plans

LOUISVILLE, July 16.—At a meeting of the directors and officers of the Kentucky Association of Theatre Owners, a convention committee was appointed to handle the annual KATO convention in October. No definite date has as yet been selected. However, the committee is to meet in the very near future at which time date and location will be selected. Members of the committee are C. R. Buechel, Mary Anderson Theatre, Louisville, chairman; W. E. Carrell, Falls City Theatre Equipment Co., Louisville; E. L. Ornstein, Ornstein Theatres, Brandenburg; C. K. Arnold, Arco and Melody Theatres, Bardstown; Katie Overstreet, Fourth Ave. Amusement Co., Louisville; and Guthrie F. Crowe, and Nell G. Borden, president and secretary of KATO, respectively.

Appoint Vaughan to Giesman's Position

SAN FRANCISCO, July 16.—Cliff Giessman, formerly East Bay district manager for Blumenfeld Theatres in Northern California and more recently in charge of all of George Mann's Redwood Theatres, has resigned because of illness. He has been replaced by Louis Vaughan, manager of the Modesto Drive-in, owned by Robert Lippert and George Mann, at Salida. Vaughan, who holds the record of being the oldest man in years of service with the Lippert organization, will have headquarters at Eureka.

DeMille May Produce Television Series

An offer from United Paramount Theatres to produce and direct a series of television dramatic shows is being considered by Cecil B. DeMille, who at present is finishing up his "The Greatest Show on Earth" for Paramount. DeMille produced a dramatic series for radio under the title of the Lux Radio Theatre.

A spokesman for UPT emphasized yesterday that the deal is merely under contemplation and that its final development probably will await the merger of UPT and ABC.

Reelects 9 Directors

(*Continued from page* 1)

West Side Theatres; Graham Kislingbury, North Coast Theatres; Ben Levin, General Theatrical; George Nasser, Nasser Theatres; Boyd Sparrow, manager of Loew's Warfield, San Francisco; C. V. Taylor, T. and D., Jr., Enterprises and Jerry Zigmond of United Paramount Theatres, San Francisco.

This board of directors will choose officers for the new year at a meeting scheduled for Thursday at the local Variety Club.

Hulda McGinn, public relations representative of the Association today received high praise from members for her work at the recent legislative session in Sacramento, and particularly for the part she played in defeating the night harness racing bill.

Two-Day Republic Sales Meet Opens Today in New York

The fourth and final sales conference in Republic's current series opens here today with James R. Grainger, sales and distribution vice-president, presiding.

An address by president Herbert J. Yates will highlight the closing session tomorrow.

The meetings will be attended by Southern district manager Walter L. Titus, Jr.; New England district manager John P. Curtin; James V. O'Gara, New York, Philadelphia and Washington district manager; Richard G. Yates, executive assistant to Grainger, and the following branch managers: William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; Leon Herman, Buffalo; Arthur Newman, Albany; Jerome Lewis, New Haven, Frank Dervin, Boston, and Herbert Schaefer, Boston sales manager.

Other home office executives present will include Steve Edwards, director of advertising and publicity; John Alexander, contract department manager; Albert E. Schiller, manager of branch operations, and Edwin Riester, service department manager.

Expedite Hearings On Video Channels

WASHINGTON, July 16.—The Federal Communications Commission has announced a plan to expedite proposed proceedings on opening new television channels and allocating them on a city-by-city basis.

The plan, if adopted, would clear the way for the theatre television hearings to go ahead on schedule in September.

The Commission has lengthy hearings scheduled on its proposal to add 70 new UHF channels and assign these and the present 12 VHF channels around the nation. The National Association of Radio and Television Broadcasters suggested that instead of hearings there be written comments on the Commission plan, thus saving much time. One source suggested as much as a year might be saved. The Commission today said it would hold a conference here Friday with all interested groups to discuss whether this should be done.

If approved, the Commission said, the plan would give 30 days for all parties to file comments, and 30 additional days for rebuttal comments. If not approved, the FCC added, the hearings would start July 30, instead of July 23 as presently scheduled.

Drive-in Staffs to Frolic

TORONTO, July 16.—The four Ontario drive-in units of Famous Players Canadian Corp. and Theatre Confections Limited, an affiliate headed by J. J. Fitzgibbons, Jr., have planned a first annual joint picnic to which all film people have been invited. The outing will take place at the Mohawk Drive-in at Hamilton, next Sunday, with a program of sports, mystery draw and floor show. Chief organizer is Lloyd Taylor, supervisor of the drive-ins.

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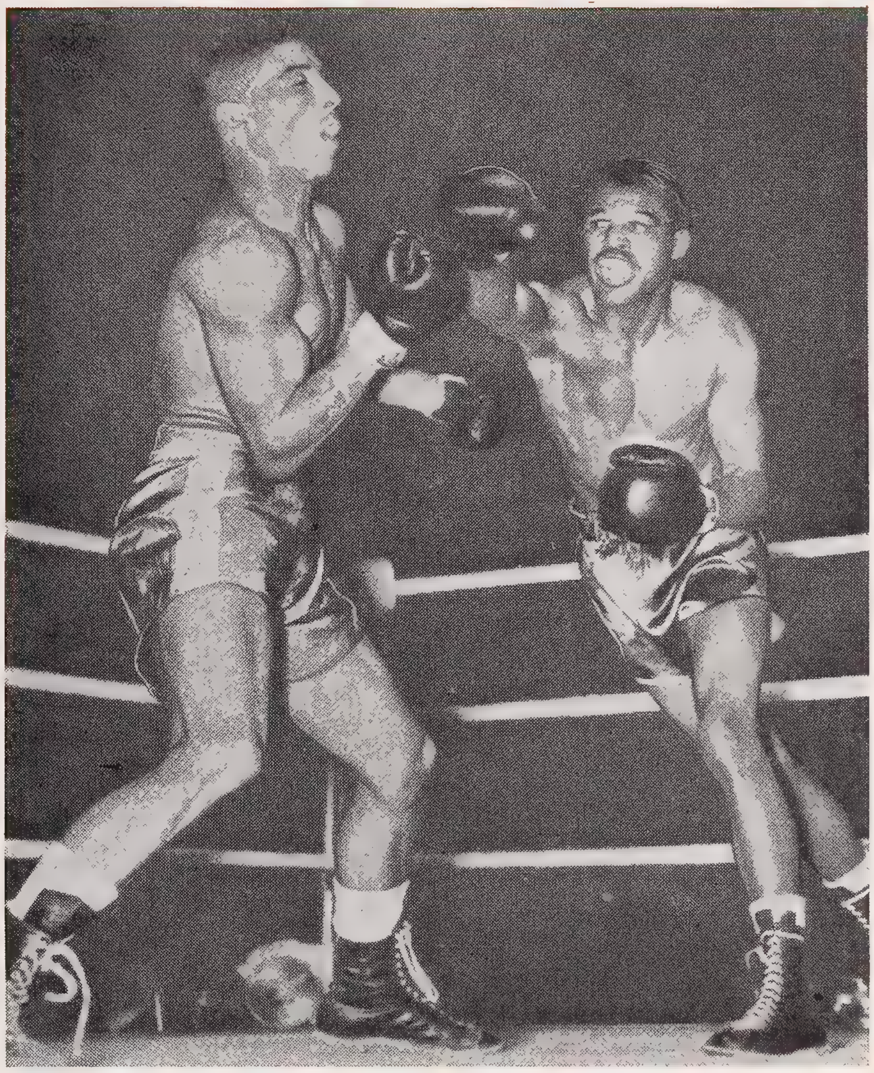

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 10	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Rev. 5/29/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)				(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jack Schwarz) THE HOODLUM Lawrence Tierney D—61 min. (Rev. 7/9/51)		
June 17	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	SAVAGE DRUMS Sabu Lita Baron D—73 min. (5001) (Rev. 7/11/51)	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (5126) (Rev. 6/21/51)	(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030) (Rev. 6/28/51)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (176) (Rev. 5/3/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—93 min. (Rev. 3/6/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min. (Rev. 7/3/51)	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)
June 24	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51)		KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (119) (Rev. 5/23/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min. (Rev. 6/26/51)	HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	
July 1	SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51) (July Releases)	G. I. JANE Jean Porter Tom Neal C (5012)	STRICTLY DISHONORABLE Ezio Pinza Janet Leigh CD—96 min. (Rev. 6/29/51)			THE DAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)			(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)		STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)
July 8	SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51)	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)			ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(John Arent) CAIRO ROAD Eric Portman D	(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	
July 15	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51) BIG GUSHER Wayne Morris Preston Foster D—68 min. (Rev. 7/11/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	THE RODEO KING AND THE SENORITA Rex Allen O FUGITIVE LADY Janis Paige Binnie Barnes D—78 min. (5011)	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (98) (Rev. 6/12/51)	THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)	THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22	BONANZA TOWN Charles Starrett Smiley Burnette O	LOST CONTINENT Cesar Romero Hillary Brooke D (5004)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)		ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	HIS KIND OF WOMAN Jane Russell Robert Mitchum D—120 min. (Rev. 7/12/51)	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)	COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	
July 29	MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51) (Aug. Releases)		RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C (5113)			ON DANGEROUS GROUND Ida Lupino Robert Ryan D		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.		ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)
Aug. 5	WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51)				(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O—60 min. (5062)	(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (Rev. 7/2/51)	(Aug. Releases)	CLOUDBURST Robert Preston Elizabeth Sellars D	(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O	
Aug. 12	PICKUP Beverly Michaels Hugo Haas D—78 min. CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D	HOME TOWN BOY Harold Lloyd, Jr. C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min.	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D (AA20)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	ARIZONA MANHUNT Michael Chapin Eilene Janssen O—60 min. (5068)		THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	(Daniel M. Angel) MR. DRAKE'S DUCK Doug. Fairbanks, Jr. Yolande Donlan C	MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)
Aug. 19	CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)		OKLAHOMA OUTLAWS Johnny Mack Brown O (5144)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)		BEHAVE YOURSELF Farley Granger Shelley Winters CD	MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C	(Ernest Gartside) OBSESSED David Farrar Geraldine Fitzgerald D	IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)	

'Sugar Ray'-Turpin Film Rights in UK Bought by Goodman

LONDON, July 16. — Exclusive film rights to the "Sugar" Ray Robinson-Randolph Turpin fight here were bought from the promoters by Michael Goodman.

The advance ballyhoo on Robinson was so great that British exhibitors generally believed the fight, and the film, would be a "flop." The leading circuits declined to make a deal with Goodman for the film in advance. Goodman became desperate and to get himself "off the hook" made a deal with British Broadcasting Corp. to televise the film on the evening after the fight.

Thereupon, because of the Cinematograph Exhibitors Association's ban on the films which have been televised, Goodman had to offer to those exhibitors who already had booked the film the right to cancel it.

The fight proved to be the ring sensation of years and Goodman was besieged with orders from exhibitors in all parts of the country. It is practically the only film in London's West End attracting queues. The 50-minute picture is showing at all newsreel theatres and, despite the CEA's television ban, even the choosy 60-unit Granada circuit has made a deal with Goodman. Laboratories worked overtime to get out prints of a special reel-and-a-half of the fight for shipment over the weekend.

Fight Film

(*Continued from page* 1)

Saunders and Bedford in Brooklyn, and Wakefield in the Bronx take the film on a five-day minimum basis. Other out-of-town circuit bookings are set for dates varying from tomorrow through July 29.

The Loew's deal was set yesterday by Eugene Picker, John Murphy and Ben Joel with James R. Grainger, James O'Gara, Walter Titus and John Curtin of Republic. Loew's will screen the film of recent fight in which the middleweight championship changed hands in London in a complete upset at its home office projection room this afternoon for sports editors, columnists and fight reporters.

Hearings Are Set on Two Extended Runs

CHICAGO, July 16.—The hearing on the RKO application for an extended run on Walt Disney's "Alice in Wonderland" has been set for Thursday at three P. M. by Federal Judge Michael Igoe.

The 20th Century-Fox petition on "David and Bathsheba" for a run exceeding the two-week limit set by the Jackson Park decree will be heard next Tuesday at three o'clock.

Ads Ban Mexican Film

MEXICO CITY, July 16.—The Mexican picture, Alejandro Galindo's "Dicen Que Soy Comunista" ("They Say I'm a Communist"), was banned by the censors just before its first exhibition here. They approved the picture after a deletion which they ordered. But they objected to the production's advertising and publicity, contending that it would give a public misinterpretation of the picture.

Negotiations Open in UK

(*Continued from page* 1)

in about two weeks time and McCarthy, apparently feeling the meetings will not be protracted, has decided to stay here till they end instead of leaving for Madrid in the meantime to discuss a new American films agreement with Spain.

Has Alternative

It is believed that after pressing for full convertibility of American film earnings here, the American group, if unsuccessful, will endeavor to obtain more liberal treatment for their blocked sterling. The present agreement, expiring Oct. 1, permits them to take out $17,000,000 annually plus sums equal to 23 per cent of the U. S. investment in film production here.

The American representatives held another lengthy conference this morning, prior to the Board of Trade meeting, with the London managers of the American companies, obtaining the latters' views on ways and means of liberalizing the existing agreement.

Informal Talks

It was reported that "back-stage" informal discussions may be scheduled between government higher-ups here and the American delegation in other surroundings before the next formal negotiating meeting takes place. Such discussions undoubtedly would be held in the immediate future and would be limited to the principals involved.

Paramount Sets Institutional Tieup

Paramount Pictures and the Deep Rock Oil Co. have set one of the largest international merchandising tieups ever effected for motion pictures.

Initially launched in nine Mid-Western states, the campaign is being extended nationally and also to Belgium, Holland, Luxembourg, Norway, Denmark, Sweden, Italy and France.

The campaign will consist of 2,000-line ads in daily newspapers and newspaper mat services, radio transcriptions in large cities, billboards, dealer mailing pieces and literature distribution by major department stores and auto supply dealers.

A radio campaign at the start will include six to 10 announcements per week by Paramount personalities over leading stations in 17 cities, while a total of 1,500 gas stations are tied in with billboards and curb signs.

U-I's 'Little Egypt' Premiere in Chicago

CHICAGO, July 16.—Universal-International's "Little Egypt" in Technicolor starring Mark Stevens, Rhonda Fleming, Nancy Guild and Charles Drake, will have its world premiere at the Chicago Theatre here on Friday, Aug. 3, with the stars making personal appearances and aiding in the advance promotion.

Miss Guild will arrive in Chicago from Hollywood 10 days in advance for press, radio and television appearances in the promotional program. Miss Fleming and Stevens will arrive in Chicago several days prior to the premiere and will participate in the promotional events on stage for the premiere.

Schiller Starts New Distribution Firm

LOS ANGELES, July 16.—Jim Schiller, for nine years a Monogram exploitation representative, has formed the James A. Schiller Co., to distribute exploitation films. The company, with offices in Los Angeles, launches its program with two Monogram films, "Where Are Your Children?" and "Black Market Babies."

Admits Children Free

CLEVELAND, July 16.—Modern Circuit's Vine in Willoughby, Medina in Medina and Galion in Galion are admitting children free if accompanied by adults.

Ticket Tax Hearing Off for Two Weeks

WASHINGTON, July 16.—It will be at least another two weeks before exhibitor spokesmen get a chance to give the Senate Finance Committee their views on admission tax problems.

The Committee now has hearings scheduled through July 27 on all provisions of the House bill except excise tax changes. Hearings on the excise tax provisions will start July 30 or 31. Committee officials said there still has been no decision as to how many witnesses will be heard on each provision, but the odds are that there will be some limit on the number of witnesses and time for each. Spokesmen for the Theatre Owners of America, Allied States Association and other exhibitor groups have asked to be heard on the admission tax provisions of the House bill.

Drop Distribution Centralization Plan

MEXICO CITY, July 16.—Distribution will continue being individual for there will be no lone organization for that business, announced Pedro Tellez Vargas, secretary general of the National Cinematographic Industry Workers Union, after interviewing President Miguel Aleman. Trade rumors were that distribution would be handled by a lone organization. Vargas explained that as such an organization would be a trust and as a monopoly it would be unconstitutional as the Mexican Constitution forbids any trust or monopoly. President Aleman, he said, told him that the government guarantees the freedom of individual picture distribution.

Set Fall Lectures On Copyright Law

A series of lectures sponsored by the newly created Copyright Institute will be held this fall at the U. S. Court House on Foley Square, it is announced by Theodore R. Kupferman, chairman of the copyright committee of the Federal Bar Association.

Among the speakers scheduled are Herman Finkelstein, ASCAP general attorney; Joseph D. Karp of Warner's legal department; Joseph F. McDonald, counsel to ABC; Robert J. Burton, Broadcast Music counsel and vice-president, and Samuel W. Tannenbaum, film industry attorney.

Arbitration

(*Continued from page* 1)

tions on the subject of arbitration which Abram F. Myers, Allied general counsel, held with distribution executives in New York.

Observations about the possible mechanics of an arbitration system, such as those made by former assistant U. S. Attorney-General Robert Wright in an article in the current issue of the *Arbitration Journal*, are academic, Levy contended.

Meanwhile, he said, the lack of a system of arbitration stands as "a major factor in the low ebb in exhibitor-distributor relations."

There is no way in which "the small exhibitor with a big grievance or the big exhibitor with a small grievance can get satisfaction without becoming involved in litigation which is too expensive and too protracted," Levy declared. "And nothing breeds ill will like litigation," he added.

Mexican Players Ask 35% to 90% Pay Hike

MEXICO CITY, July 16.—Pay hike demands of 35 per cent to 90 per cent have been made by players upon producers with the hint of a strike, probably in early August, if not accommodated. The smaller increase is demanded by stars, the larger by other players. The demand was presented by the Actor's Union, secretary general of which is Jorge Negrete, top picture actor and singer. The union says constantly soaring living costs oblige the players to demand more pay. The producers say that high wages and other operating costs forbid any pay hikes.

The union revealed that stars' yearly earnings are now from $2,770 for lesser luminaries to $57,800 for toppers such as Maria Felix, winner of the 1950 "Oscar," and "Cantinflas" (Mario Moreno), ace picture comedian. The demanded hikes, the union explains, are for increased minimum pay as follows:

Stars: $1,720, they now have a $925 minimum; first supports, now contracted on a day to day basis, $925; second supports, also contracted daily, $690; third supports, $23.10 instead of their present $14.15, and bit players, $16.18, instead of $8.

Wolf to Memphis Variety Meeting

MEMPHIS, July 16.—Marc J. Wolf, international chief barker of Variety Clubs, will come to Memphis for a dinner meeting of the Memphis Variety tent in the club quarters in Hotel Gayoso next Monday night. There will be an induction ceremony for new members.

Other guests attending will include William McCraw, Variety International executive director; John Rowley, chief barker of the Dallas chapter, and Wallace Walthall of Dallas.

NY Variety Fur Show

The New York Variety Club tent yesterday held a fur fashion show at the Hotel Astor here for the benefit of its Heart Fund Awards. Attended by wives of industry executives, the show was arranged by a committee headed by Edward Lachman.

Motion Picture Daily Feature Reviews

"The Law and the Lady"

(Metro-Goldwyn-Mayer)

A BRIGHT, new reworking of the popular "The Last of Mrs. Cheyney" is done in "The Law and the Lady." Greer Garson and Michael Wilding head the cast as the debonair adventurers who decide to pool their charm and wit in the interest of amassing an easy fortune. The comedy drama has been resourcefully produced with most of its humor arising from sophisticated circumstances. Audience reaction is likely to vary, depending on individual tastes. Exhibitor experience with similar pictures is probably the best barometer of box-office potential in a given situation.

When Miss Garson and Wilding join forces she is a housemaid and he the black sheep of a titled English family. For the sake of strategy Miss Garson becomes "Lady Loverly," and off the pair goes on swindle after swindle, from country to country. When they tire of the Continent they depart for the United States. Presently they work out a scheme to ingratiate themselves with Marjorie Main, a bounding, lusty lady of wealth. About this time Miss Garson meets Fernando Lamas, a rancher, and love and complications develop. A point is eventually reached where Miss Garson must decide on marrying Lamas or Wilding. Another problem is how to get extricated from the mess that a stolen necklace has gotten the pair and an assortment of persons into. The problem is happily and quite humorously resolved. As for the romantic choice, Miss Garson decides on Wilding. By curtain time, Wilding discovers that he has inherited the family fortune, a little matter which makes extradition back to England for him and Miss Garson almost pleasant.

Edwin H. Knopf produced and directed, from the screenplay by Leonard Spigelgass and Karl Tunberg.

Running time, 104 minutes. General audience classification. Release date, July 20.

MANDEL HERBSTMAN

"Fugitive Lady"

(Republic)

A CONVENTIONAL melodrama is enhanced by effective location photography in "Fugitive Lady." M. J. Frankovich's production about an ambitious singer who married one man for wealth and conspired with another for love was shot in Italy. As a result there are several good touches of local color. Dramatically speaking, the story fails to come to any exciting life. It is similar to most other pictures in its category. To its advantage however, is a briskness of action throughout.

As the story opens, Eduardo Ciannelli, wealthy Italian, is killed in an automobile accident attributed to his drunkenness. Tony Centa, an insurance detective, has suspicions about the death and starts some sleuthing on his own. Others involved in the proceedings are Janis Paige, wife of the deceased, Binnie Barnes, stepsister to the deceased, and Massimo Serato, secret lover to Miss Paige.

It takes considerable unraveling by Centa, all depicted in an elaborate series of flashbacks, before the real facts of the "accident" emerge. It appears that Ciannelli went crashing off a cliff because Miss Paige switched the road signs. In a wild attempt to flee the police, Miss Paige meets the same end.

Sidney Salkow directed from a screenplay by John O'Dea, based on the novel by Doris Miles Disney. The two songs in the picture are "My Guy" and "A Roman Romance."

Running time, 78 minutes, adult audience classification. Release date, July 15.

M. H.

"Bonanza Town"

(Columbia)

THE LATEST in the Durango Kid series, "Bonanza Town" is an action-filled Western with well-developed suspense. Charles Starrett again stars as the Kid, who this time masquerades as a tough hombre looking for a job in an effort to trap a murderer generally believed to have died many years before.

An agent of the Treasury Department, Starrett starts tracking down the fugitive through marked currency, the loot of a daring robbery. Through a flashback the story is told of Starrett's encounter with the villain on the previous occasion. Involved in the story is a corrupt judge who is being blackmailed by the fugitive. However, the judge's conscience is enough to break the case wide open and the film is climaxed by a thrilling chase. Also included are excellent means of a mountain being blasted to let loose a river on a rampage.

Starrett is his usual capable self and Smiley Burnette provides the lighter moments, including some amusing songs. Colbert Clark produced and Fred F. Sears directed, from a script by Barry Shipman and Bert Horswell.

Running time, 56 minutes. General audience classification. July release.

"No Highway in the Sky"

(20th Century-Fox)

JAMES STEWART is back in the role of a human oddity. This time he plays an absent-minded scientist working on an experiment to prove that the tail of a new type airliner, the Reindeer, would disintegrate after 1,400 flying hours.

Stewart has been given some sturdy feminine support in the form of glamorous Marlene Dietrich and British actress Glynis Johns. The picture has rich veins of droll humor and subtlety which should delight sophisticated film-goers. It was made by 20th Century-Fox at Denham Studios in England.

The story gets into its stride when Stewart is sent to Labrador on a Reindeer to study a plane that recently crashed there. En route Stewart meets Miss Dietrich, a movie queen and fellow passengers, and Miss Johns, a hostess. Both ladies are attracted to the shy, ingenuous researcher. By chance Stewart learns that the plane is reaching the crucial 1,400 flying hours and gets panicky. When efforts to have the captain ground the ship fail, Stewart disables it during a refueling interlude. During the hectic trail and events that follow both ladies become Stewart's allies. In the meantime Stewart has to face ridicule, bureaucracy and charges that he is of doubtful sanity. By the end however, he is vindicated. Being a widower, Stewart also acquires Miss Johns as his wife. Janette Scott plays Stewart's daughter, a sort of seeing-eye dog for him.

Acting is on a high level all around, although at times Stewart does overact pronouncedly.

Louis D. Lighton produced and Henry Koster directed. The screenplay by R. C. Sherriff, Oscar Millard and Alec Coppel was based on the novel by Nevil Shute.

Running time, 98 minutes. General audience classification. Release date, not set.

M. H.

"Cattle Drive"

(Universal-International)

THE PROCESS of regeneration of a headstrong young brat is told in an outdoor action frame in Universal-International's Technicolor film, "Cattle Drive." The picture refreshingly departs from the stereotyped Western. Instead of using heavy gunplay and skulduggery to arouse interest it centers around the challenging efforts to catch a wild, black horse. For arousing further interest, the picture allows the inherent drama of a cattle drive to speak for itself.

Dean Stockwell plays the spoiled son of railroad owner Leon Ames, and Joel McCrea portrays the cowboy of noble character. At a railroad stopoff in the West, Stockwell wanders off and gets lost. After walking for hours, the insolent youngster stumbles into McCrea, who takes him back to camp. Since "no work, no chow," is the rule of the trail, Stockwell meets considerable trouble at first. In time, however, he is broken to the customs and learns to like it. Presently Stockwell is helpful to McCrea in capturing the sought-after horse. However, the boy is also responsible for the horse's escape, which results in a cattle stampede, the high point of the picture.

There is a good visual quality to the outdoor scenery. The finale of the screenplay, by Jack Natteford and Lillie Hayward, sees not only Stockwell going back to the trail, but a new recruit as well—his father. Aaron Rosenberg produced and Kurt Neuman directed.

Running time, 77 minutes. General audience classification. For August release.

M. H.

Williams Is Elected

William A. Williams has been elected assistant treasurer of National Broadcasting by the board of directors, it was announced by Joseph V. Heffernan, financial vice-president of NBC. For the past seven years Williams has served as assistant to the treasurer.

Promote 20th's Siegel

Lee Siegel, formerly assistant to exploiteer Ted Todd in the 20th Century-Fox Chicago branch, has been promoted to exploitation field representative of the Cleveland office, handling Cleveland, Cincinnati and Pittsburgh.

Bowl Association End 'Symphony' on Coast

HOLLYWOOD, July 16.—The Hollywood Bowl Association's 33rd annual "Symphony Under Stars" was cancelled outright Saturday night after the first five nights attendance chalked up a $30,000 loss, with management naming television as a counter-influence chiefly responsible. The Bowl, which long has averaged upwards of 20,000 nightly attendance, for years has stood as an important factor in Los Angeles film theatres' summer slump. The Bowl Association plans a reorganization.

To Get First Theatre

QUINCY, Wash., July 16.—Quincy, in Central Washington and in a fast-growing area, is scheduled to have its first motion picture theatre this year, according to contractors Ebert and Butler of Seattle. Work has started on a $20,000 theatre. Butler has been associated with the film business for many years on the Coast and other points.

U-I Sets Another for 'Francis' the Mule

"Francis Covers the Big Town" has been set by Universal-International as the next picture in the studio's series based on its famous talking mule character created by David Stern. Donald O'Connor again will star in the picture, playing the role of a cub reporter on a New York newspaper who becomes one of the top reporters in the city through information furnished him by his mule pal. Chill Wills also has been set to again be the voice of Francis. Arthur Lubin, who directed the previous "Francis" comedies, has been signed to direct.

Film to Aid Handicapped

CHICAGO, July 16.—A Technicolor motion picture showing the activities of Goodwill Industries, an organization which aids the handicapped by training them in special skills and marketing items which they produce, is now being filmed in Hollywood. The film, to be narrated by Joe E. Brown, will be available this fall.

"yes, dear, it's a Companion-approved movie!"

When movie-goers sight the latest COMPANION-approved movie it's a sight to see. They stop, look and get in line—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
"Alice in Wonderland"—WALT DISNEY
"Rich, Young and Pretty"—METRO-GOLDWYN-MAYER
"Show Boat"—METRO-GOLDWYN-MAYER
"His Kind of Woman"—RKO RADIO PICTURES

Woman's Home COMPANION

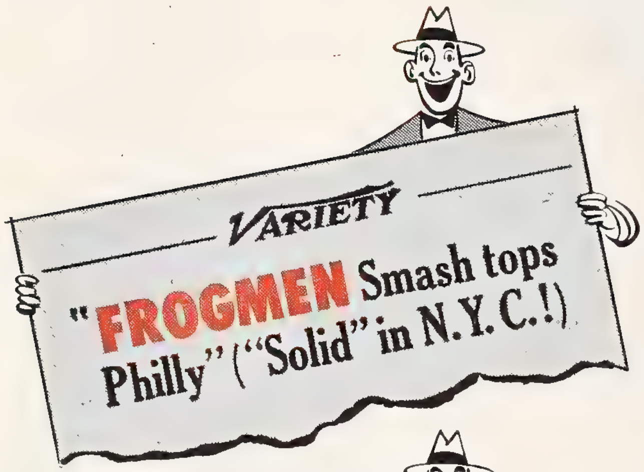
HE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

THE INDUSTRY'S GREATEST OFFENSIVE *IS REALLY ROLLING!*

"By backing up the entertainment with all the showmanship it possesses, 20th is making an attempt to bring the golden years of motion pictures back to the industry and public."
—*Boxoffice*

AND HERE'S HOW IT'S PAYING OFF!

(Look at the Variety B.O. Record — issue July 4)



VARIETY

"**FROGMEN** Smash tops Philly" ("Solid" in N.Y.C.!)

Technicolor

VARIETY

"**ON THE RIVIERA** Smash to Pace Toronto"

Technicolor

VARIETY

"**HALF ANGEL** Top Grosser Denver"

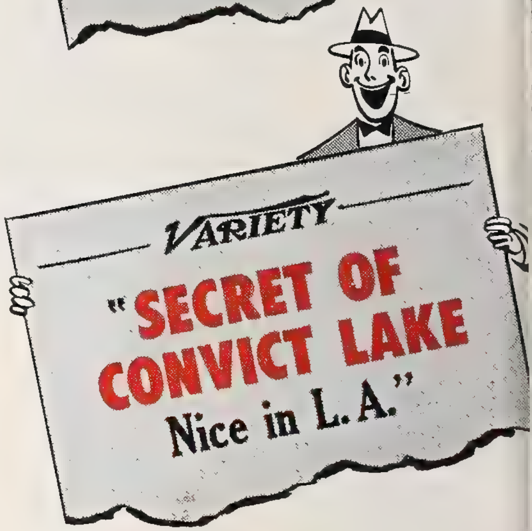
Technicolor

VARIETY

"**TAKE CARE OF MY LITTLE GIRL** Topping K.C." (Very Good, Toronto)

VARIETY

"**YOU'RE IN THE NAVY NOW** Solid in Portland, Ore."



VARIETY

"**SECRET OF CONVICT LAKE** Nice in L.A."

And the Payoff's coming soon on "MR. BELVEDERE RINGS THE BELL"

"NO HIGHWAY IN THE SKY" • "MEET ME AFTER THE SHOW"—*Technicolor*

"PEOPLE WILL TALK" • "MILLIONAIRE FOR CHRISTY"

and **"DAVID AND BATHSHEBA"**—*Technicolor.*

DARRYL F. ZANUCK TESTIMONIAL

THE 20TH CENTURY-FOX GREATEST MOVIE YEAR 1951-52

DYNAMO

"The Happiest Reading in the Industry!"

There's No Business Like 20 CENTURY-FOX Business!

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 11 NEW YORK, U. S. A., TUESDAY, JULY 17, 1951 TEN CENTS

Schary Named To Top MGM Studio Post

Chicago Weekend Meet Hands Him Studio Reins

The appointment of Dore Schary in charge of M-G-M production and studio operations, acting as chairman of an executive board consisting of E. J. Mannix, general manager; Benjamin Thau and Louis K. Sidney, was announced yesterday by Nicholas M. Schenck, president of Loew's and M-G-M.

Dore Schary

The report followed the weekend meeting at the Ambassador Hotel, Chicago, of the company's top 14 executives, seven from each

(*Continued on page* 5)

Martin-Lewis Set Pace as Broadway Grosses Hold Firm

Despite the strong appeal of the beaches as summer temperatures mount, Broadway's first-runs appear to be holding their own this week in the competition for the amusement dollar.

In the forefront of the better box-office performers is the bill at the Paramount, which combines the comedy team of Martin and Lewis on

(*Continued on page* 2)

California Theatres Reelects 9 Directors

San Francisco, July 16.—The California Theatres Association and Affiliated Industries, Inc., has reelected nine of its former board members in addition to naming Mark Alling, manager of the Golden Gate Theatre in San Francisco and D. B. Levin, owner of the Grand Theatre, San Francisco, to the directorate.

Reelected were Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, Golden State Theatres; L. S. Hamm,

(*Continued on page* 5)

Unity Meet on TV Channels in August

A day or two during the first week of August are expected to be devoted to the all-industry meeting scheduled for New York to work out a "united front" position in connection with the forthcoming FCC hearings on theatre television.

Motion Picture Association of America, Allied, Theatre Owners of America and other organizations will be represented, with Si H. Fabian, head of the National Exhibitors Theatre TV Committee, expected to function as host.

Loew's Opens Fight Film Tomorrow

Loew's and Brandt theatres here concluded deals yesterday with Republic Pictures to open the 5,000-foot film of the recent Sugar Ray Robinson-Randolph Turpin fight in the Metropolitan area tomorrow.

Loew's booked the film for its entire 54 houses in the Metropolitan circuit, while six Brandt houses will show the fight picture. The film also has been booked for Loew's theatres elsewhere around the country and deals are being set with leading circuits in all areas, Republic said.

Loew's State here will open the film day-and-date with Loew's Metropolitan, Brooklyn, tomorrow, retaining it as long as business justifies. The booking for the remainder of the Loew's Metropolitan circuit is for five days minimum, starting tomorrow. Brandt's Mayfair and Lyric will also open tomorrow on the same basis as the State and Metropolitan. Brandt's Carlton,

(*Continued on page* 9)

First Meeting on UK Pact Leaves US Men 'Pessimistic'

London, July 16.—American representatives emerging from a 50-minute preliminary meeting here today on the new film remittance agreement expressed a feeling of "slight pessimism" at its outcome.

Meeting with Bank of England, Board of Trade and Treasury officials were Joyce O'Hara, John McCarthy and F. W. Allport of the Motion Picture Association of America, and James Mulvey of the Society of Independent Motion Picture Producers.

Government sources declined to comment on the meeting except to confirm that it had taken place and to state that no time had been set for the next meeting. Observers feel, however, that both sides are feeling each other out and that the meeting will resume without any unusual delays. O'Hara and Mulvey, in fact, are planning their return to the U. S.

(*Continued on page* 9)

Prints Going Out In Flood Areas

Kansas City, July 16.—Floodwaters are receding in Kansas, and prints are going out by Exhibitors Film Delivery to theatres that are operating though in many cases exhibitors have to meet the trucks and take prints to theatres by boats or other means.

No prints had gone by express up to noon today. In Kansas City, Mo., theatres do not open until five o'clock weekdays and do not operate air conditioning equipment as a water conservation measure. Attendance is down from 25 to 50 per cent.

Levy Chides Industry for Inaction on Arbitration

Present inaction with respect to the proposal that an all-industry meeting be held to determine whether a system of arbitration can be devised was deplored yesterday by Herman M. Levy, general counsel of the Theatre Owners of America, in a statement issued here.

"There is the universal call within the industry for arbitration but there is no universal response," he chided. He would not say if his comments were inspired by the apparent stalemate which followed recent conversa-

(*Continued on page* 9)

Schwartz Head of UA's Purchasing

Robert Schwartz has been named purchasing agent of United Artists. Schwartz, formerly production manager of Eagle-Lion Films, will be in charge of all purchasing for the UA home office and branches. He joined UA following the company's purchase of Eagle-Lion.

Schwartz succeeds Ida Garretson.

Jubilee Plans Will Dominate Coast Seminar

TV, Color, Actors, Ads, 'P.R.' Also on Agenda

The industry box-office jubilee drive which the Council of Motion Picture Organizations will sponsor in the fall will dominate discussions at the COMPO seminar July 23-26 on the Coast, Gael Sullivan, seminar chairman, reported here yesterday with the release of a virtually completed agenda for the round table parley.

Although discussion of the fall industry box-office campaign is expected to be uppermost in the round table program "and color most of the debate," the agenda calls for speeches by two or more delegates on each of 14 other subjects, Sullivan said.

These subjects are: quantity and quality of pictures, new screen faces, picture cycles, message pictures, small budget pictures, television, public relations, trailers and advertising, audi-

(*Continued on page* 5)

NEWS FLASHES

WASHINGTON, July 16.--NPA film chief Nathan D. Golden said a plan has been set to salvage obsolete film equipment for scrap, and requested all industry groups to aid.

The program covers equipment in theatres, studios and exchanges. The Institute of Scrap Iron and Steel is cooperating on the drive.

•

WASHINGTON, July 16.--The proposed changeover in the NPA's construction control order may mean much tighter curbs on theatre alteration and repairs. Government officials feel that the new material restrictions may hold down such work much more sharply than the present dollar limits.

Personal Mention

CECIL B. DE MILLE was presented a gold medal by the Sons of the American Revolution for his "consistent, conspicuous and invaluable patriotic service."

•

JACK DE LIER, Universal-International salesman at Kansas City, traveled by boat for more than 40 miles over the Kansas plains when he was caught in the flood last week.

•

NORM LEVINSON, assistant manager at Loew's Poli, Hartford, and SOL KARP, assistant manager of the State in the same city, have returned there from Montreal.

•

LEE KOKEN, RKO Theatres vending head, returned here yesterday from a tour of the circuit's Midwest theatres and a vacation.

•

HERB CROOKER of M-G-M's publicity department, returned here yesterday from a week's trip to the Midwest.

•

EDWARD MOREY, Monogram-Allied Artists vice-president, left here yesterday by plane for Toronto, and will return over the weekend.

•

CLARENCE GREENE and RUSSELL ROUSE, the producing-directing team, will arrive here on July 30 from the Coast.

•

LEONARD GREENBERG, son of MAURICE GREENBERG, owner of the Center Theatre, Hartford, has married MISS PHYLLIS SPIVACK of New Haven.

•

HAYES GOETZ, M-G-M producer, will leave here tomorrow on the *Ile de France* for London.

•

WILLIAM LANNING, Columbia head booker in San Francisco, is confined to his home because of illness.

•

MAX BERCUTT, Warner publicist, is visiting Seattle and Portland from San Francisco.

•

AL TAMARIN, United Artists publicity director, yesterday began a two-week vacation at Cummington, Mass.

•

JOSEPH WALSH, head of branch operations for Paramount Pictures, left here yesterday for Indianapolis.

•

RICHARD F. WALSH, IATSE international president, left here yesterday for Hollywood.

•

JAMES CAGNEY, MRS. CAGNEY and their two children are due here today from the Coast.

Levy to Manage for UA in Washington

PITTSBURGH, July 16.—Arthur Levy has resigned as sales maanger of the newly organized Eagle-Lion-United Artists office here to become branch manager of the UA office in Washington, D. C., succeeding Earl Sweigart.

Broadway Grosses

(*Continued from page 1*)

stage with "Dear Brat" on screen. A hefty $140,000 is due to be chalked up for the second and final week by the time Hal Wallis' "Peking Express" moves in tomorrow, and the program might have remained for many more weeks but for other commitments which the comedy pair made prior to their Paramount booking.

"The Great Caruso" will wind up a $1,389,000 10-week stand at Radio City Music Hall tomorrow with the final stanza grossing about $115,000, a good figure but not high enough to forestall the scheduled opening on Thursday of "Show Boat" and a new stage show.

Four New Films

Four films that opened at New York first-runs as last week drew to a close are bringing mixed business reports. First week for "Strictly Dishonorable" at the Capitol where Gene Krupa's band is holding forth on stage is fairly good at $43,000. "Texas Rangers" opened smartly at the Holiday for a $9,000 single week, "Comin' Round the Mountain" having been booked previously to take over this Friday. "New Mexico," on the other hand, is experiencing only a mild first week at the Victoria, with $14,000 expected. But a first-rate $8,900 opening week is seen for "Circle of Danger" at the Trans Lux 53rd Street.

Among the hold-over contingent, "The Prowler" at the Criterion is continuing at a good clip, with between $16,000 and $17,000 seen for the third stanza. Equally satisfactory, and solid enough to justify its continuance for a third week is "Strangers on A Train" whose second week at the Warner looks like $30,000. At the Globe an okay $14,000 is in store for the third inning of "Ace in the Hole," while at the Astor, "Hard, Fast and Beautiful" is perking up to the extent that $12,000 is due to be registered for the third week, against $11,000 for the previous seven days.

New Roxy Bill

"Take Care of My Little Girl" and a new ice show on stage will take over at the Roxy tomorrow. The present bill, consisting of "The Frogmen" and an ice-skating stage presentation, will conclude a 19-day run with a so-so $55,000 for the final five days. "The Prince Who Was a Thief" is having a mild second week at Loew's State, with $11,000 or $12,000 expected.

Among the long-runners, "Tales of Hoffman" is holding firm at the Bijou with $11,000 set for the 15th week, while "Four in A Jeep" is off somewhat at the Paris with a $4,500 fifth week. The British-made "No Place for Jennifer" opened yesterday at the Park Avenue supplanting "Tony Draws A Horse" whose ninth and final week brought a weak $4,100. "Kon-Tiki" is faltering a bit in its 15th week at the Sutton, but $6,500 for that stanza is good enough to assure continuance of the picture.

1 of 10 Amusement Places Exceed $100,000 Gross

WASHINGTON, July 16.—The Census Bureau reported today that one out of 10 amusement establishments in the U. S. has annual receipts of $100,000 or more, while one in five has receipts under $5,000 a year.

The figures, based on data in the census of business, includes reports on motion picture theatre establishments as well as other amusement enterprises. Separate figures on theatres will be available later, Bureau officials said.

$2,300,000,000 Total Take

Of 50,347 amusement establishments, only 4,873 had receipts of $100,000 a year or more in 1948. However, these establishments accounted for almost 60 per cent of the total receipts of $2,300,000,000 and about the same proportion of the total pay roll of $610,000,000. At the other extreme, there were 9,895 establishments with receipts of less than $5,000, accounting for about $23,000,000 or about one per cent of all receipts.

The remaining amusement establishments lined up as follows: 5,472, or 11 per cent, in the $50,000 to $99,999 category, accounting for about $385,000,000, or 16 per cent of total receipts; 6,842, or 14 per cent, in the $25,000 to $49,999 group, with $245,000,000, or 10 per cent of total receipts; 8,582, or 17 per cent in the $10,000 to $24,999 range, with $141,000,000, or six per cent of total receipts; and in the $5,000 to $9,999 bracket, 6,127 establishments, or 12 per cent, with $44,000,000 in receipts of two per cent of the total.

Rivoli Opens Today As a CD Center

Broadway's Rivoli Theatre, closed for the summer, will reopen its doors today to serve as a recruiting center for Civil Defense volunteers and will remain open as such until after Labor Day, it was announced here yesterday by Grover A. Whalen, local CD coordinator.

Use of the theatre has been donated by Skouras Theatres, along with the services of its managing director, Montague Salmon. Talent will be furnished through a volunteer committee headed by James Sauter. Mayor Impelliterri and CD director Arthur W. Wallander will participate in the opening ceremonies.

Mexicans Loan $1,789,853

MEXICO CITY, July 16.—The trade's own bank, the semi-official Banco Nacional Cinematografico, announces loans, credits and discounts totaling $1,789,853 in its June 30 balance sheet. The report mentions deposits for the first time—$15,762.

Big $30,000 for 'Show Boat'

CINCINNATI, July 16.—Metro-Goldwyn-Mayer's "Show Boat" opened very big at the RKO. Albee, heading for a $30,000 week's gross, the biggest figure for all films in this situation in many years.

SAG Signs Pacts With TV Producers

Hollywood, July 16. — The Screen Actors Guild today announced the completion of signing collective bargaining contracts with 37 film companies, the majority engaged in television film production. The pacts are interim agreements, to be implemented following the negotiation of a new basic agreement between SAG and the major film producers.

De Vry, Hoff Head TESMA Mail Ballot

W. C. DeVry, president of the DeVry Corp., and J. R. (Bob) Hoff, sales manager of the Ballantyne Co., are the nominees for president of the Theatre Equipment and Supply Manufacturers Association. L. E. Jones, Neumade Products sales manager, Fred C. Matthews, vice-president of Motiograph, and M. H. Stevens, manager of Bausch and Lomb Optical Co., are candidates for vice-president.

The officers and a board of 12 directors will be voted upon by mail ballot and the winners will be installed in office at the annual convention Los Angeles on Oct. 11-13.

Nominated for directors are: Ben H. Adler, Wallace Atey, Edward Altman, C. S. Ashcraft, Roland E. Connor, L. W. Davee, DeVry H. B. (Bob) Engel, J. A. Fetherston, W. A. Gedris, G. G. Heck, H. D. Herbert, Hoff, S. T. Jacobson, Jones, Thos. E. La Vezzie, D. L. Lawton, Geo. B. Marchev, Matthew, Arthur E. Meyer, V. J. Nolan, J. F. O'Brien, E. J. Perry, W. A. Prewitt, Stevens, W. C. Stober, H. H. Strong, E. Wagner, F. J. Wenzel, H. V. Williams, E. O. Wilschke, Edw. H. Wolk.

Terry G. Lewis, 53

OTTAWA, July 16.—Terry G. Lewis, 53, owner of the Eastview Theatre here, died on Saturday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GREAT CARUSO"
MARIO LANZA • ANN BLYTH
Dorothy KIRSTEN - Jarmila NOVOTNA
Blanche THEBOM
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

PEKING EXPRESS
HAL WALLIS' production
JOSEPH COTTEN CORINNE CALVET
EDMUND GWENN
in Person DUKE ELLINGTON And His World-Famous Orchestra
PEG LEG BATES
Howell & Bowser
TONI HARPER
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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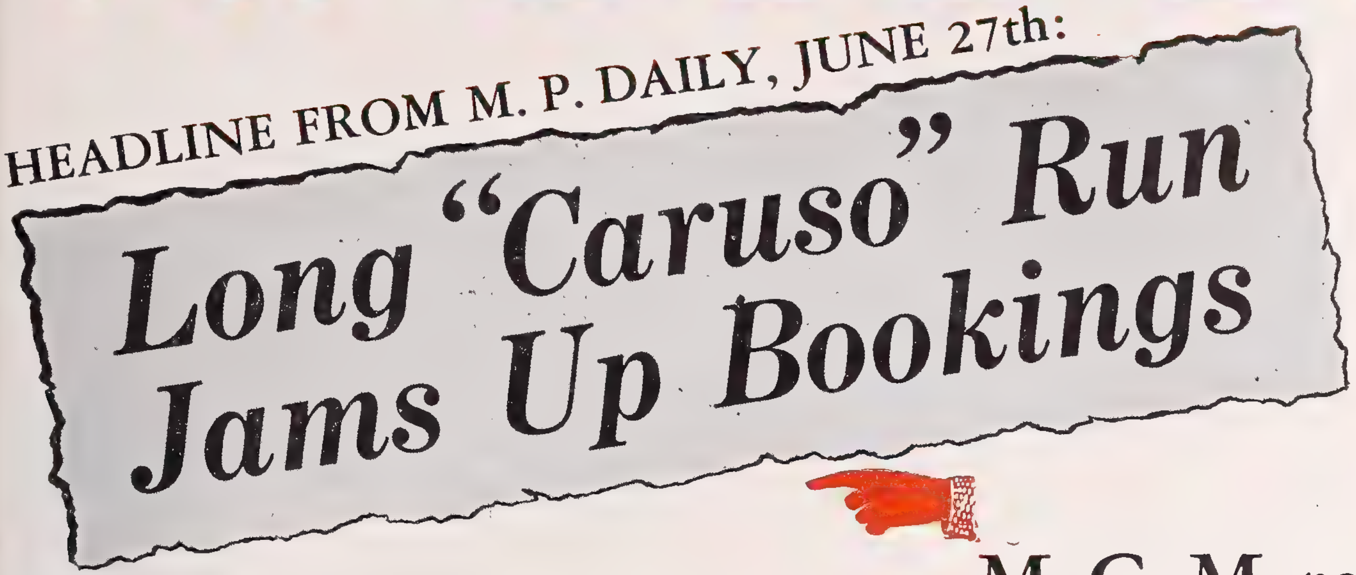
APOLOGIES!



HEADLINE FROM M. P. DAILY, JUNE 27th:

Long "Caruso" Run Jams Up Bookings

M-G-M regrets delays caused by "Great Caruso" extended runs! Please be prepared for another M-G-M jam session!

"SHOW BOAT" FIRST 45 CITIES TOPS "CARUSO" BY 17%!

It's a lovely
M-G-M Summer.

National Pre-Selling

A NATIONAL tieup with Goodall Fabrics, Inc., for cooperative advertising of "David and Bathsheba" has been made by 20th Century-Fox and will result in a joint campaign through 20 national magazines and trade publications, plus the benefit of window displays, special retail promotions, local newspaper ads and full scale publicity campaigns. The tieup will kick off in August with the introduction of a new hand-screened drapery fabric named for the picture and inspired by the film.

Striking art illustrations of the dramatic new design will appear in *American Home, Better Homes and Gardens, Family Circle, Good Housekeeping, House Beautiful, House and Garden* and *Women's Day*, while the trade approach will be through *Advertising Age, Tide, Retailing Daily, Cotton and Wool Reporter, Department Store Economist, Retail Management, Sales Management, Textile Age, Western Home Furnisher, Interior Design and Decoration, Home Furnishing Merchandising, Curtain and Drapery Magazine, Western Fabrics,* and *Curtains and Draperies.*

Full details of the tieup will be carried in the forthcoming giant-size exhibitors campaign book for the picture.

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Red Book Magazine, in its August issue, remarks editorially that "with pictures like 'Show Boat' there will be no box office problems." Florence Somers, reviewing the M-G-M picture, says "this is a handsome production, well acted and sung by a great cast." Other films cited are "That's My Boy" (Paramount), "Tales of Hoffman" (Lopert) and "Francis Goes to the Races" and "Bright Victory" (Universal...

•

Supplementing the billion-readership national magazine and Sunday supplement campaign for Darryl F. Zanuck's "David and Bathsheba," which gets underway this week in scores of key-city and national publications, will be a similar campaign throughout Canada, hitting every major newspaper and magazine from British Columbia to Nova Scotia. More than 40,000,000 *impressions will be made, with the advertising barrage utilizing three ads in each publication. Among top-circulation newspapers will be the* Vancouver Daily Province, Vancouver Sun, Toronto Star Weekly, Montreal Le Presse, Montreal Standard, *and* Quebec Le Soliel.

•

A tieup has been effected between United Artists and the *Columbus Citizen* whereby the winner of the Ohio city's annual "Soap Box Derby" for youngsters will receive the "Jose Ferrer-Cyrano" prize. The contest, sponsored locally by Scripps-Howard newspapers and Chevrolet dealers, is repeated in many other cities and towns. The special prize consists of a round trip to New York for two, from Aug. 2 to 5, and the winning lad and whoever accompanies him will see the sights of the Big Town, and have a box seat for the Yanks' home game at the Stadium on Aug. 4, to say nothing of a reception at City Hall, free lunches at Lindy's and a Broadway show.

A harmony quartet contest designed to blanket the country and involving hundreds of theatres playing Warner's Technicolor musical, "On Moonlight Bay," has been set by the company's home office in cooperation with Columbia Records and Evans Lighters. The contest will run from July 25 through August 10, and is open to all male amateur quartets. Radio stations, newspapers and disc jockeys all over the country will have special material furnished to them to enable them to contact the participating quartets and have them do their stuff for the listening audience, with appropriate plugs for the picture.

•

A week-long radio exploitation campaign for 11 Paramount pictures began yesterday over 396 stations of the Liberty Broadcasting Co. on the Pacific Coast. Carl Schroeder, Western editor of _Modern Screen_ magazine, will interview Paramount stars and plug the upcoming and current films, "Greatest Show on Earth," "A Place in the Sun," "Here Comes the Groom," "Ace in the Hole," "Carrie," "Warbonnet," "The Last Outpost," "Passage West," "When Worlds Collide," "Darling, How Could You," and "Silver City."

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The nation's leading newspaper fashion editors, currently attending the New York Dress Institute during "National Press Week" in New York, viewed a special preview of Jean Renoir's "The River."

•

Ninety-four photos and 136 *stories in* 41 *newspapers in* 16 *cities have been the publicity harvest of Walter (Goliath) Tatum, in the first lap of his nationwide tour for "David and Bathsheba." The traveling exhibit had to take time out the other day for refurbishing, after* 45,000 *people viewed it in Ohio cities. Analysis of the newspaper breaks show that* 60 *per cent of the local stories were in the news sections of the papers,* 28 *per cent were on film pages and* 12 *per cent in sports sections. Fully* 18 *per cent of the total space on "Goliath" was on front pages.*—WALTER BROOKS

Promoting Public Relations, FWC Cites Films as Center of Influence

Los Angeles, July 16.—In line with the widening program, nationally, of promoting public relations to strengthen theatre box-offices, Fox West Coast, in a message to house managers, stresses the necessity of not selling the motion picture business short.

"The motion picture theatre, like the university, the newspaper, the radio and good books, is a center of influence," declares the circuit's management. "People of every age and class go through our doors. They come primarily to be entertained but what they see on the screen does much more than to give them a pleasant afternoon or evening. Their ideas concerning dress and fashion, speech, manners and law observance are affected. Certain pictures have greatly influenced the reading of many books by theatre patrons. Overseas our pictures are a great force in making it possible for other peoples to see something of our advanced economy and our way of life. Films rank high in our attempts at export.

"The screen also develops our ideas about such things as housing, house furnishings and motor cars. The fact is that what is seen and heard at the theatre touches practically every phase of our living. We are not simply merchants of entertainment. We are operating educational institutions which reach untold thousands. Our method of visual presentation undoubtedly teaches many people more than could be learned by scores of textbooks and lectures.

"Bear this in mind, also! The motion picture has by no means reached its peak of importance and influence. In the future we sincerely hope we will see many new developments which will improve the screen and make it a still greater power in developing ideas and opinions."

41 Productions Are In Work on Coast

HOLLYWOOD, July 16.—The production index has increased by two points to a total of 41 pictures in work. Ten new pictures were started while eight were completed.

Started were: "The Thief of Damascus" and "Smoky Canyon," Columbia; "Jack and the Beanstalk" (Exclusive Productions), Independent; "Murder in Safety," Lippert; "When in Rome," Metro-Goldwyn-Mayer; "Blue Fin" (Lindsley Parsons Production), Monogram; "Oklahoma Annie," Republic; "Day Without End" (Filmakers) and "3000 A. D." (American Pictures), RKO Radio; "Where's Charley?" Warner.

Completed were: "Boots Malone" (Sidney Buchman Enterprises), Columbia; "The Green Glove" (Benagoss Productions), Independent; "Lone Star," Metro-Goldwyn-Mayer; "East Is East" (Joseph Bernhard Productions), "The Golden Girl" and "The Marriage Broker," 20th Century Fox; "Fort Defiance" (Melford-UA), United Artists; "Come Fill the Cup," Warner.

SRO Gets Mexican Film

MEXICO CITY, July 16.—"El Billeterito" ("The Boy Lottery Ticket Peddler"), from an original by Nina Wilcox Putnam, now living in Mexico, produced by Cinematografica Cuauhtemoc, Henri A. Lubé, president, is to be released in this country in August by Selznick Releasing Organization. Soon after, with titles in English, it will be released to art theatres and large Mexican communities in the U. S. by Azteca Films-Calderon. The picture has also been sold in South America.

Two Close in the South

ATLANTA, July 16. — Two more theatres in the South have closed their doors. They are the Galax Theatre, Birmingham, Ala., and the Loma Theatre at Griffin, Ga.

CBS Splits Radio And TV Divisions

The creation by the Columbia Broadcasting System of three new divisions reflecting separate autonomous operations of the CBS Radio Network and radio stations operations and services, the CBS Television Network and television stations operations and services, and the laboratory, licensing and developmental operations, is announced by Frank Stanton, CBS president.

"With the recent acquisition, through Hytron Radio & Electronics Corp., of the businesses of tube manufacturing and radio and television receiving set manufacturing, which are now added to the record manufacturing operations of Columbia Records, Inc., it has become desirable to segregate the broadcasting operations of the Columbia Broadcasting System into two divisions," Stanton said. The company's operations in the field of radio broadcasting, on the one hand, and television broadcasting, on the other, will in the future be handled exclusively by distinct organizations operating in these respective fields.

Howard S. Meighan has been named president of the CBS radio division, and J. L. Van Volkenburg has been named president of the CBS television division. Each division will have its own departments for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

Adrian Murphy has been named president of the CBS laboratories division, which will coordinate the company's electronic developmental work, including color television.

Princess Elizabeth To Wilcox Premiere

LONDON, July 16.—Princess Elizabeth and the Duke of Edinburgh will attend the premiere of Herbert Wilcox's new film, "The Lady with a Lamp," the story of Florence Nightingale, at the Plaza Theatre here, Sept. 22. The film stars Anna Neagle and Michael Wilding.

This is the first film premiere the Princess has consented to attend, although last year the King and Queen attended the premiere of Wilcox's "Odette." The new film will have simultaneous premieres in 14 capital cities throughout the British Commonwealth, including Canada, New Zealand, Australia and South Africa. Proceeds of the worldwide performances will be devoted to the Royal College of Nursing Educational Appeal in token of Miss Nightingale's achievements.

Seagram Is Hit for Using 'Oscar' in Ads

HOLLYWOOD, July 16.—The Academy of Motion Picture Arts and Sciences has taken action against Seagram Distillers for unauthorized use of the Academy's Award of Merit Statuette in Seagram's national advertising. "The "Oscar," symbol of the Academy's awards of achievement, has been fully protected by copyright for several years. The Academy's legal counsel has also served notice on Warwick and Legler, New York advertising agency, which placed the offending ad in newspapers around the nation.

TOA Pledges Drive For Jubilee Support After MPAA Votes

The Motion Picture Association of America board's approval of MPAA participation in the industry box-office jubilee which the Council of Motion Picture Organizations will sponsor in the fall, yesterday drew comment from Theatre Owners of America in view of the MPAA's indication that it would signify formal approval only if COMPO succeeded in enlisting the "full and wholehearted cooperation of the nation's exhibitors."

"A canvass of the leaders of TOA," Gael Sullivan, TOA executive director, said, "has brought wholehearted, enthusiastic support of the program for film jubilee in the early fall months. We are gratified that this will bring out a business betterment unity of the industry that is certain to pay off at the box-office.

"In previews of the quality and quantity of the releases scheduled for the early fall months," Sullivan continued, "the schedule of releases indicates the kind of product that will find every exhibitor eager to do everything he can to cooperate."

Sullivan concluded: "TOA will publicize the film jubilee program among all its affiliates and will plead for their active support of the program."

Coast Seminar

(*Continued from page* 1)

ence tastes, picture titles, color, story, direction, actors and screen credits.

Sullivan indicated he would be surprised if a representative of Technicolor Corp. was not on hand for the discussions on color, which are expected to revolve around recent proposals by Dr. Herbert T. Kalmus, Technicolor president, for increasing the output of color features.

The seminar committee chairman said that widespread interest in the jubilee planning and the belief that important box-office benefits would result from the campaign had made the drive the subject of current industry conversation and that, accordingly, discussion of it would highlight the Coast meeting next week.

Mayer to Report

Arthur L. Mayer, COMPO vice-president, he added, will open the discussion of the campaign with a report on the present status of drive plans.

Speakers chosen by National Allied for the seminar are Trueman T. Rembusch, president; Ben Berger of North Central Allied; Ben Marcus of Wisconsin Allied; Col. H. A. Cole of Texas Allied; John Wolfberg, Colorado Allied, and one other.

Speakers representing Pacific Coast Conferences of Independent Theatre Owners will be Rotus Harvey, president; William Graeper, Portland; Sam L. Gillette, Salt Lake City, and one other still to be selected.

Representatives of the Theatre Owners of America will be Sam Pinanski, president; Tom Edwards of St. Louis; Sidney Meyer, Miami; Si Fabian, New York; Pat McGee, Denver, and George Skouras, New York.

Robert J. O'Donnell will represent Variety Clubs International, and Fred J. Schwartz and Sol Schwartz will represent Metropolitan Motion Picture Theatres Association. The Independent Theatre Owners Association of New York has not yet named delegates.

The round table discussions, which will be held in the Beverly Hills Hotel, will be opened with a keynote speech by Ned E. Depinet, COMPO president, who will act as general chairman. The chairmanship of individual sessions will be rotated among leaders of the participating organizations, with representatives of the studios acting as co-chairmen of each session. Speakers from the studios have not yet been announced, but Sullivan said it was expected that all of the leading studios would be represented at the conference.

The first day of the parley will be a closed session for visiting exhibitors. At this meeting final speaking assignments will be made and other last-minute details worked out. The final session on July 26 will be an open forum, over which Sullivan and Rembusch will preside. Delegates, Sullivan said, have decided to forego any social engagements that might interfere with their attendance at all of the seminar sessions.

Schary Heads MGM Studio

(*Continued from page* 1)

Coast. The appointment places Schary in the top M-G-M production and studio post, giving him the administrative duties heretofore exercised by Louis B. Mayer. The resignation of Mayer, announced recently, is to become effective Aug. 31.

The executive meeting in Chicago, the company said, also formulated plans for the season starting in September. An outline of production and casting was discussed and international and domestic markets were analyzed. Distribution plans for "Quo Vadis" occupied an important part of the meeting but a decision on this, if any, was not disclosed by the company. The picture, commenced 10 years ago, is now in final editing stages and should reach theatre screens some time this fall, it was stated.

Those attending the weekend meeting, in addition to those already mentioned, included Arthur M. Loew, J. Robert Rubin, Charles C. Moskowitz, William F. Rodgers, Joseph R. Vogel, Howard Dietz, J. J. Cohn, Lawrence Weingarten and Howard Strickling.

Schary joined M-G-M three years ago as vice-president in charge of production, after having been executive vice-president in charge of production at RKO Radio. Earlier he had been with Vanguard Films.

Chicago, July 16.—Loew's-M-G-M top executives left here last night for New York and Culver City after two days of conferences held in the strictest secrecy at the Ambassador Hotel, where their names did not even appear on the hotel registry.

Telephone calls were not accepted by members of the group while the conferences lasted and at their conclusion it was stated that no information would be available until a statement was issued on the return of the Eastern delegation to New York.

Buechel to Handle KATO Meet Plans

Louisville, July 16.—At a meeting of the directors and officers of the Kentucky Association of Theatre Owners, a convention committee was appointed to handle the annual KATO convention in October. No definite date has as yet been selected. However, the committee is to meet in the very near future at which time date and location will be selected. Members of the committee are C. R. Buechel, Mary Anderson Theatre, Louisville, chairman; W. E. Carrell, Falls City Theatre Equipment Co., Louisville; E. L. Ornstein, Ornstein Theatres, Brandenburg; C. K. Arnold, Arco and Melody Theatres, Bardstown; Katie Overstreet, Fourth Ave. Amusement Co., Louisville; and Guthrie F. Crowe, and Nell G. Borden, president and secretary of KATO, respectively.

Appoint Vaughan to Giesman's Position

San Francisco, July 16.—Cliff Giessman, formerly East Bay district manager for Blumenfeld Theatres in Northern California and more recently in charge of all of George Mann's Redwood Theatres, has resigned because of illness. He has been replaced by Louis Vaughan, manager of the Modesto Drive-in, owned by Robert Lippert and George Mann, at Salida. Vaughan, who holds the record of being the oldest man in years of service with the Lippert organization, will have headquarters at Eureka.

DeMille May Produce Television Series

An offer from United Paramount Theatres to produce and direct a series of television dramatic shows is being considered by Cecil B. DeMille, who at present is finishing up his "The Greatest Show on Earth" for Paramount. DeMille produced a dramatic series for radio under the title of the Lux Radio Theatre.

A spokesman for UPT emphasized yesterday that the deal is merely under contemplation and that its final development probably will await the merger of UPT and ABC.

Reelects 9 Directors

(*Continued from page* 1)

West Side Theatres; Graham Kislingbury, North Coast Theatres; Ben Levin, General Theatrical; George Nasser, Nasser Theatres; Boyd Sparrow, manager of Loew's Warfield, San Francisco; C. V. Taylor, T. and D., Jr., Enterprises and Jerry Zigmond of United Paramount Theatres, San Francisco.

This board of directors will choose officers for the new year at a meeting scheduled for Thursday at the local Variety Club.

Hulda McGinn, public relations representative of the Association today received high praise from members for her work at the recent legislative session in Sacramento, and particularly for the part she played in defeating the night harness racing bill.

Two-Day Republic Sales Meet Opens Today in New York

The fourth and final sales conference in Republic's current series opens here today with James R. Grainger, sales and distribution vice-president, presiding.

An address by president Herbert J. Yates will highlight the closing session tomorrow.

The meetings will be attended by Southern district manager Walter L. Titus, Jr.; New England district manager John P. Curtin; James V. O'Gara, New York, Philadelphia and Washington district manager; Richard G. Yates, executive assistant to Grainger, and the following branch managers: William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; Leon Herman, Buffalo; Arthur Newman, Albany; Jerome Lewis, New Haven, Frank Dervin, Boston, and Herbert Schaefer, Boston sales manager.

Other home office executives present will include Steve Edwards, director of advertising and publicity; John Alexander, contract department manager; Albert E. Schiller, manager of branch operations, and Edwin Riester, service department manager.

Expedite Hearings On Video Channels

Washington, July 16.—The Federal Communications Commission has announced a plan to expedite proposed proceedings on opening new television channels and allocating them on a city-by-city basis.

The plan, if adopted, would clear the way for the theatre television hearings to go ahead on schedule in September.

The Commission has lengthy hearings scheduled on its proposal to add 70 new UHF channels and assign these and the present 12 VHF channels around the nation. The National Association of Radio and Television Broadcasters suggested that instead of hearings there be written comments on the Commission plan, thus saving much time. One source suggested as much as a year might be saved. The Commission today said it would hold a conference here Friday with all interested groups to discuss whether this should be done.

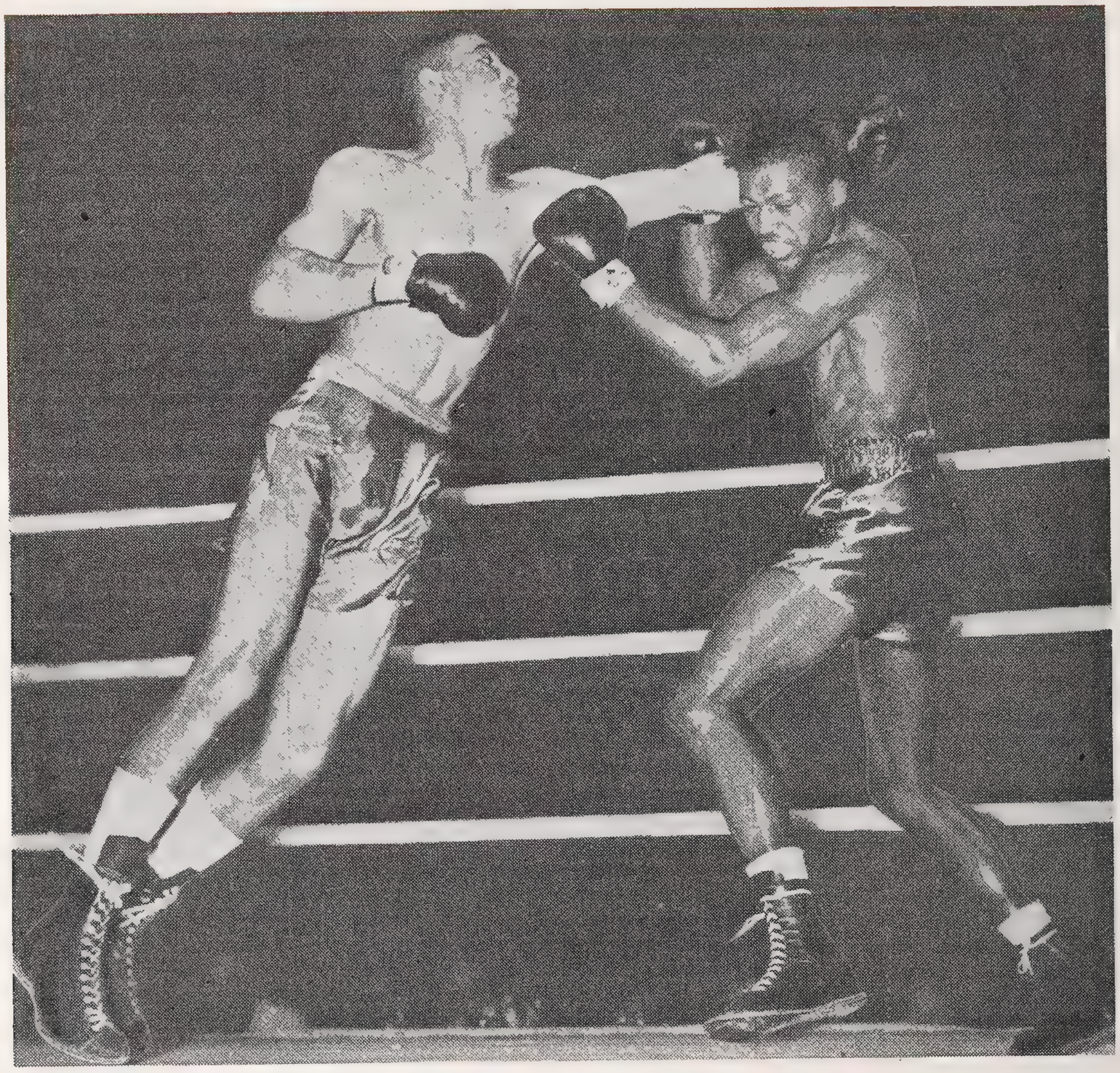
If approved, the Commission said, the plan would give 30 days for all parties to file comments, and 30 additional days for rebuttal comments. If not approved, the FCC added, the hearings would start July 30, instead of July 23 as presently scheduled.

Drive-in Staffs to Frolic

Toronto, July 16.—The four Ontario drive-in units of Famous Players Canadian Corp. and Theatre Confections Limited, an affiliate headed by J. J. Fitzgibbons, Jr., have planned a first annual joint picnic to which all film people have been invited. The outing will take place at the Mohawk Drive-in at Hamilton, next Sunday, with a program of sports, mystery draw and floor show. Chief organizer is Lloyd Taylor, supervisor of the drive-ins.

HERBERT J. YATES *presents*

THE SUPREME FIGHT S



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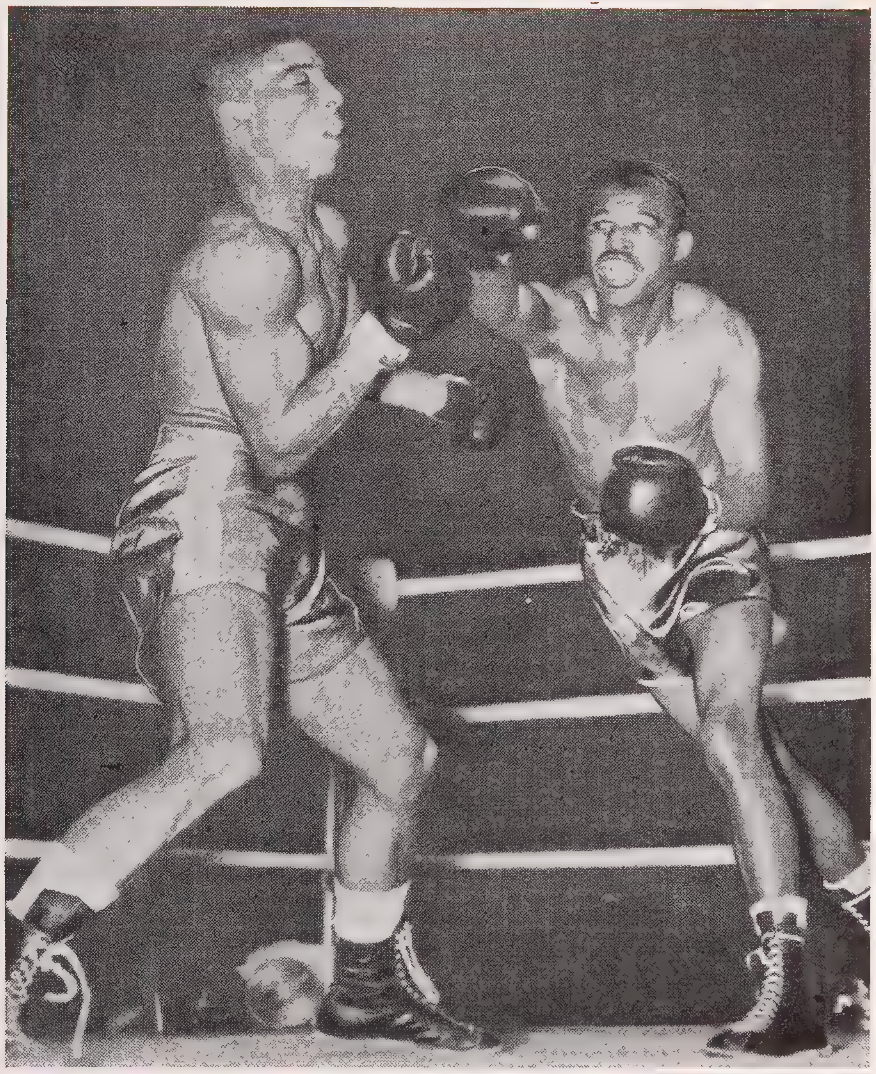

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 10	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)	LITTLE BIG HORN John Ireland Lloyd Bridges Marie Windsor D—85 min. (Rev. 5/29/51)	NO QUESTIONS ASKED Barry Sullivan Arlene Dahl D—81 min. (Rev. 6/14/51)	CASA MANANA Robert Clarke Virginia Welles M—73 min. (5116)				(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(Jack Schwarz) THE HOODLUM Lawrence Tierney D—61 min. (Rev. 7/9/51)		
June 17	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	SAVAGE DRUMS Sabu Lita Baron D—73 min. (5001) (Rev. 7/11/51)	EXCUSE MY DUST (Color) Red Skelton Sally Forrest C—82 min. (Rev. 5/29/51)	FATHER TAKES THE AIR Raymond Walburn Walter Catlett C—61 min. (5126) (Rev. 6/21/51)	(June Releases) DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	SECRETS OF MONTE CARLO Warren Douglas Lois Hall D—60 min. (5030) (Rev. 6/28/51)	BEST OF THE BAD MEN (Color) Robert Ryan Claire Trevor O—84 min. (176) (Rev. 5/3/51)	THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—93 min. (Rev. 3/6/51)	(W. Lee Wilder) THREE STEPS NORTH Lloyd Bridges Aldo Fabrizi D—85 min. (Rev. 7/3/51)	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)	INSIDE THE WALLS OF FOLSOM PRISON Steve Cochran David Brian D—87 min. (026) (Rev. 5/21/51)
June 24	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51)		KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	MONTANA DESPERADO Johnny Mack Brown O (5143)	TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (119) (Rev. 5/23/51)	AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes Nina Foch Roland Young CD—80 min. (Rev. 6/26/51)	HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	
July 1	SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51) (July Releases)	G. I. JANE Jean Porter Tom Neal C (5012)	STRICTLY DISHONORABLE Ezio Pinza Janet Leigh CD—96 min. (Rev. 6/29/51)			THE DAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)			(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)		STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)
July 8	SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51)	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O (5123)			ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D	(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(John Arent) CAIRO ROAD Eric Portman D	(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	
July 15	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51) BIG GUSHER Wayne Morris Preston Foster D—68 min. (Rev. 7/11/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding D	STAGE COACH DRIVER Whip Wilson O (5153)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	THE RODEO KING AND THE SENORITA Rex Allen O FUGITIVE LADY Janis Paige Binnie Barnes D—78 min. (5011)	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (98) (Rev. 6/12/51)	THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)	THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22	BONANZA TOWN Charles Starrett Smiley Burnette O MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)	LOST CONTINENT Cesar Romero Hillary Brooke D (5004)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)		ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	HIS KIND OF WOMAN Jane Russell Robert Mitchum D—120 min. (Rev. 7/12/51)	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)	COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	
July 29			RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C (5113)			ON DANGEROUS GROUND Ida Lupino Robert Ryan D		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.		ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)
Aug. 5	(Aug. Releases) WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51)				(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O—60 min. (5062)	(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (Rev. 7/2/51)	(Aug. Releases)	CLOUDBURST Robert Preston Elizabeth Sellars D	(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O	
Aug. 12	PICKUP Beverly Michaels Hugo Haas D—78 min. CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D	HOME TOWN BOY Harold Lloyd, Jr. C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min.	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D (AA20)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	ARIZONA MANHUNT Michael Chapin Eilene Janssen O—60 min. (5068)		THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	(Daniel M. Angel) MR. DRAKE'S DUCK Doug. Fairbanks, Jr. Yolande Donlan C	MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)
Aug. 19	CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)		OKLAHOMA OUTLAWS Johnny Mack Brown O (5144)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)		BEHAVE YOURSELF Farley Granger Shelley Winters CD	MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C	(Ernest Gartside) OBSESSED David Farrar Geraldine Fitzgerald D	IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama)

Sugar Ray'-Turpin ilm Rights in UK ought by Goodman

LONDON, July 16. — Exclusive film ghts to the "Sugar" Ray Robinson-andolph Turpin fight here were ought from the promoters by Miael Goodman.

The advance ballyhoo on Robinson as so great that British exhibitors enerally believed the fight, and the lm, would be a "flop." The leading ircuits declined to make a deal with oodman for the film in advance. oodman became desperate and to et himself "off the hook" made a eal with British Broadcasting Corp. televise the film on the evening fter the fight.

Thereupon, because of the Cineatograph Exhibitors Association's an on the films which have been elevised, Goodman had to offer to ose exhibitors who already had ooked the film the right to cancel it.

The fight proved to be the ring ensation of years and Goodman was esieged with orders from exhibitors all parts of the country. It is praccally the only film in London's West nd attracting queues. The 50-minute icture is showing at all newsreel eatres and, despite the CEA's teleision ban, even the choosy 60-unit ranada circuit has made a deal with oodman. Laboratories worked overme to get out prints of a special eel-and-a-half of the fight for shipent over the weekend.

ight Film

(Continued from page 1)

aunders and Bedford in Brooklyn, nd Wakefield in the Bronx take the lm on a five-day minimum basis. ther out-of-town circuit bookings are et for dates varying from tomorrow rough July 29.

The Loew's deal was set yesterday y Eugene Picker, John Murphy and en Joel with James R. Grainger, ames O'Gara, Walter Titus and John urtin of Republic. Loew's will screen e film of recent fight in which the iddleweight championship changed ands in London in a complete upset t its home office projection room this fternoon for sports editors, columnsts and fight reporters.

earings Are Set on wo Extended Runs

CHICAGO, July 16.—The hearing on he RKO application for an extended un on Walt Disney's "Alice in Wonerland" has been set for Thursday at hree P. M. by Federal Judge Michael goe.

The 20th Century-Fox petition on David and Bathsheba" for a run exeeding the two-week limit set by the ackson Park decree will be heard ext Tuesday at three o'clock.

ds Ban Mexican Film

MEXICO CITY, July 16.—The Mexian picture, Alejandro Galindo's "Dien Que Soy Comunista" ("They Say 'm a Communist"), was banned by he censors just before its first exhiition here. They approved the picture fter a deletion which they ordered. ut they objected to the production's dvertising and publicity, contending hat it would give a public misinterretation of the picture.

Negotiations Open in UK

(Continued from page 1)

in about two weeks time and McCarthy, apparently feeling the meetings will not be protracted, has decided to stay here till they end instead of leaving for Madrid in the meantime to discuss a new American films agreement with Spain.

Has Alternative

It is believed that after pressing for full convertibility of American film earnings here, the American group, if unsuccessful, will endeavor to obtain more liberal treatment for their blocked sterling. The present agreement, expiring Oct. 1, permits them to take out $17,000,000 annually plus sums equal to 23 per cent of the U. S. investment in film production here.

The American representatives held another lengthy conference this morning, prior to the Board of Trade meeting, with the London managers of the American companies, obtaining the latters' views on ways and means of liberalizing the existing agreement.

Informal Talks

It was reported that "back-stage" informal discussions may be scheduled between government higher-ups here and the American delegation in other surroundings before the next formal negotiating meeting takes place. Such discussions undoubtedly would be held in the immediate future and would be limited to the principals involved.

Paramount Sets Institutional Tieup

Paramount Pictures and the Deep Rock Oil Co. have set one of the largest international merchandising tieups ever effected for motion pictures.

Initially launched in nine Mid-Western states, the campaign is being extended nationally and also to Belgium, Holland, Luxembourg, Norway, Denmark, Sweden, Italy and France.

The campaign will consist of 2,000-line ads in daily newspapers and newspaper mat services, radio transcriptions in large cities, billboards, dealer mailing pieces and literature distribution by major department stores and auto supply dealers.

A radio campaign at the start will include six to 10 announcements per week by Paramount personalities over leading stations in 17 cities, while a total of 1,500 gas stations are tied in with billboards and curb signs.

U-I's 'Little Egypt' Premiere in Chicago

CHICAGO, July 16.—Universal-International's "Little Egypt" in Technicolor starring Mark Stevens, Rhonda Fleming, Nancy Guild and Charles Drake, will have its world premiere at the Chicago Theatre here on Friday, Aug. 3, with the stars making personal appearances and aiding in the advance promotion.

Miss Guild will arrive in Chicago from Hollywood 10 days in advance for press, radio and television appearances in the promotional program. Miss Fleming and Stevens will arrive in Chicago several days prior to the premiere and will participate in the promotional events on stage for the premiere.

Schiller Starts New Distribution Firm

LOS ANGELES, July 16.—Jim Schiller, for nine years a Monogram exploitation representative, has formed the James A. Schiller Co., to distribute exploitation films. The company, with offices in Los Angeles, launches its program with two Monogram films, "Where Are Your Children?" and "Black Market Babies."

Admits Children Free

CLEVELAND, July 16.—Modern Circuit's Vine in Willoughby, Medina in Medina and Galion in Galion are admitting children free if accompanied by adults.

Ticket Tax Hearing Off for Two Weeks

WASHINGTON, July 16.—It will be at least another two weeks before exhibitor spokesmen get a chance to give the Senate Finance Committee their views on admission tax problems.

The Committee now has hearings scheduled through July 27 on all provisions of the House bill except excise tax changes. Hearings on the excise tax provisions will start July 30 or 31. Committee officials said there still has been no decision as to how many witnesses will be heard on each provision, but the odds are that there will be some limit on the number of witnesses and time for each. Spokesmen for the Theatre Owners of America, Allied States Association and other exhibitor groups have asked to be heard on the admission tax provisions of the House bill.

Drop Distribution Centralization Plan

MEXICO CITY, July 16.—Distribution will continue being individual for there will be no lone organization for that business, announced Pedro Tellez Vargas, secretary general of the National Cinematographic Industry Workers Union, after interviewing President Miguel Aleman. Trade rumors were that distribution would be handled by a lone organization. Vargas explained that as such an organization would be a trust and as a monopoly it would be unconstitutional as the Mexican Constitution forbids any trust or monopoly. President Aleman, he said, told him that the government guarantees the freedom of individual picture distribution.

Set Fall Lectures On Copyright Law

A series of lectures sponsored by the newly created Copyright Institute will be held this fall at the U. S. Court House on Foley Square, it is announced by Theodore R. Kupferman, chairman of the copyright committee of the Federal Bar Association.

Among the speakers scheduled are Herman Finkelstein, ASCAP general attorney; Joseph D. Karp of Warner's legal department; Joseph F. McDonald, counsel to ABC; Robert J. Burton, Broadcast Music counsel and vice-president, and Samuel W. Tannenbaum, film industry attorney.

Arbitration

(Continued from page 1)

tions on the subject of arbitration which Abram F. Myers, Allied general counsel, held with distribution executives in New York.

Observations about the possible mechanics of an arbitration system, such as those made by former assistant U. S. Attorney-General Robert Wright in an article in the current issue of the *Arbitration Journal,* are academic, Levy contended.

Meanwhile, he said, the lack of a system of arbitration stands as "a major factor in the low ebb in exhibitor-distributor relations."

There is no way in which "the small exhibitor with a big grievance or the big exhibitor with a small grievance can get satisfaction without becoming involved in litigation which is too expensive and too protracted," Levy declared. "And nothing breeds ill will like litigation," he added.

Mexican Players Ask 35% to 90% Pay Hike

MEXICO CITY, July 16.—Pay hike demands of 35 per cent to 90 per cent have been made by players upon producers with the hint of a strike, probably in early August, if not accommodated. The smaller increase is demanded by stars, the larger by other players. The demand was presented by the Actor's Union, secretary general of which is Jorge Negrete, top picture actor and singer. The union says constantly soaring living costs oblige the players to demand more pay. The producers say that high wages and other operating costs forbid any pay hikes.

The union revealed that stars' yearly earnings are now from $2,770 for lesser luminaries to $57,800 for toppers such as Maria Felix, winner of the 1950 "Oscar," and "Cantinflas" (Mario Moreno), ace picture comedian. The demanded hikes, the union explains, are for increased minimum pay as follows:

Stars: $1,720, they now have a $925 minimum; first supports, now contracted on a day to day basis, $925; second supports, also contracted daily, $690; third supports, $23.10 instead of their present $14.15, and bit players, $16.18, instead of $8.

Wolf to Memphis Variety Meeting

MEMPHIS, July 16.—Marc J. Wolf, international chief barker of Variety Clubs, will come to Memphis for a dinner meeting of the Memphis Variety tent in the club quarters in Hotel Gayoso next Monday night. There will be an induction ceremony for new members.

Other guests attending will include William McCraw, Variety International executive director; John Rowley, chief barker of the Dallas chapter, and Wallace Walthall of Dallas.

NY Variety Fur Show

The New York Variety Club tent yesterday held a fur fashion show at the Hotel Astor here for the benefit of its Heart Fund Awards. Attended by wives of industry executives, the show was arranged by a committee headed by Edward Lachman.

Motion Picture Daily Feature Reviews

"The Law and the Lady"

(Metro-Goldwyn-Mayer)

A BRIGHT, new reworking of the popular "The Last of Mrs. Cheyney" is done in "The Law and the Lady." Greer Garson and Michael Wilding head the cast as the debonair adventurers who decide to pool their charm and wit in the interest of amassing an easy fortune. The comedy drama has been resourcefully produced with most of its humor arising from sophisticated circumstances. Audience reaction is likely to vary, depending on individual tastes. Exhibitor experience with similar pictures is probably the best barometer of box-office potential in a given situation.

When Miss Garson and Wilding join forces she is a housemaid and he the black sheep of a titled English family. For the sake of strategy Miss Garson becomes "Lady Loverly," and off the pair goes on swindle after swindle, from country to country. When they tire of the Continent they depart for the United States. Presently they work out a scheme to ingratiate themselves with Marjorie Main, a bounding, lusty lady of wealth. About this time Miss Garson meets Fernando Lamas, a rancher, and love and complications develop. A point is eventually reached where Miss Garson must decide on marrying Lamas or Wilding. Another problem is how to get extricated from the mess that a stolen necklace has gotten the pair and an assortment of persons into. The problem is happily and quite humorously resolved. As for the romantic choice, Miss Garson decides on Wilding. By curtain time, Wilding discovers that he has inherited the family fortune, a little matter which makes extradition back to England for him and Miss Garson almost pleasant.

Edwin H. Knopf produced and directed, from the screenplay by Leonard Spigelgass and Karl Tunberg.

Running time, 104 minutes. General audience classification. Release date, July 20.

MANDEL HERBSTMAN

"Fugitive Lady"

(Republic)

A CONVENTIONAL melodrama is enhanced by effective location photography in "Fugitive Lady." M. J. Frankovich's production about an ambitious singer who married one man for wealth and conspired with another for love was shot in Italy. As a result there are several good touches of local color. Dramatically speaking, the story fails to come to any exciting life. It is similar to most other pictures in its category. To its advantage however, is a briskness of action throughout.

As the story opens, Eduardo Ciannelli, wealthy Italian, is killed in an automobile accident attributed to his drunkenness. Tony Centa, an insurance detective, has suspicions about the death and starts some sleuthing on his own. Others involved in the proceedings are Janis Paige, wife of the deceased, Binnie Barnes, stepsister to the deceased, and Massimo Serato, secret lover to Miss Paige.

It takes considerable unraveling by Centa, all depicted in an elaborate series of flashbacks, before the real facts of the "accident" emerge. It appears that Ciannelli went crashing off a cliff because Miss Paige switched the road signs. In a wild attempt to flee the police, Miss Paige meets the same end.

Sidney Salkow directed from a screenplay by John O'Dea, based on the novel by Doris Miles Disney. The two songs in the picture are "My Guy" and "A Roman Romance."

Running time, 78 minutes, adult audience classification. Release date, July 15.

M. H.

"Bonanza Town"

(Columbia)

THE LATEST in the Durango Kid series, "Bonanza Town" is an action-filled Western with well-developed suspense. Charles Starrett again stars as the Kid, who this time masquerades as a tough hombre looking for a job in an effort to trap a murderer generally believed to have died many years before.

An agent of the Treasury Department, Starrett starts tracking down the fugitive through marked currency, the loot of a daring robbery. Through a flashback the story is told of Starrett's encounter with the villain on the previous occasion. Involved in the story is a corrupt judge who is being blackmailed by the fugitive. However, the judge's conscience is enough to break the case wide open and the film is climaxed by a thrilling chase. Also included are excellent means of a mountain being blasted to let loose a river on a rampage.

Starrett is his usual capable self and Smiley Burnette provides the lighter moments, including some amusing songs. Colbert Clark produced and Fred F. Sears directed, from a script by Barry Shipman and Bert Horswell.

Running time, 56 minutes. General audience classification. July release.

Williams Is Elected

William A. Williams has been elected assistant treasurer of National Broadcasting by the board of directors, it was announced by Joseph V. Heffernan, financial vice-president of NBC. For the past seven years Williams has served as assistant to the treasurer.

Promote 20th's Siegel

Lee Siegel, formerly assistant to exploiteer Ted Todd in the 20th Century-Fox Chicago branch, has been promoted to exploitation field representative of the Cleveland office, handling Cleveland, Cincinnati and Pittsburgh.

"No Highway in the Sky"

(20th Century-Fox)

JAMES STEWART is back in the role of a human oddity. This time he plays an absent-minded scientist working on an experiment to prove that the tail of a new type airliner, the Reindeer, would disintegrate after 1,400 flying hours.

Stewart has been given some sturdy feminine support in the form of glamorous Marlene Dietrich and British actress Glynis Johns. The picture has rich veins of droll humor and subtlety which should delight sophisticated film-goers. It was made by 20th Century-Fox at Denham Studios in England.

The story gets into its stride when Stewart is sent to Labrador on a Reindeer to study a plane that recently crashed there. En route Stewart meets Miss Dietrich, a movie queen and fellow passengers, and Miss Johns, a hostess. Both ladies are attracted to the shy, ingenuous researcher. By chance Stewart learns that the plane is reaching the crucial 1,400 flying hours and gets panicky. When efforts to have the captain ground the ship fail, Stewart disables it during a refueling interlude. During the hectic trail and events that follow both ladies become Stewart's allies. In the meantime Stewart has to face ridicule, bureaucracy and charges that he is of doubtful sanity. By the end however, he is vindicated. Being a widower, Stewart also acquires Miss Johns as his wife. Janette Scott plays Stewart's daughter, a sort of seeing-eye dog for him.

Acting is on a high level all around, although at times Stewart does overact pronouncedly.

Louis D. Lighton produced and Henry Koster directed. The screenplay by R. C. Sherriff, Oscar Millard and Alec Coppel was based on the novel by Nevil Shute.

Running time, 98 minutes. General audience classification. Release date, not set.

M. H.

"Cattle Drive"

(Universal-International)

THE PROCESS of regeneration of a headstrong young brat is told in an outdoor action frame in Universal-International's Technicolor film, "Cattle Drive." The picture refreshingly departs from the stereotyped Western. Instead of using heavy gunplay and skulduggery to arouse interest it centers around the challenging efforts to catch a wild, black horse. For arousing further interest, the picture allows the inherent drama of a cattle drive to speak for itself.

Dean Stockwell plays the spoiled son of railroad owner Leon Ames, and Joel McCrea portrays the cowboy of noble character. At a railroad stopoff in the West, Stockwell wanders off and gets lost. After walking for hours, the insolent youngster stumbles into McCrea, who takes him back to camp. Since "no work, no chow," is the rule of the trail, Stockwell meets considerable trouble at first. In time, however, he is broken to the customs and learns to like it. Presently Stockwell is helpful to McCrea in capturing the sought-after horse. However, the boy is also responsible for the horse's escape, which results in a cattle stampede, the high point of the picture.

There is a good visual quality to the outdoor scenery. The finale of the screenplay, by Jack Natteford and Lillie Hayward, sees not only Stockwell going back to the trail, but a new recruit as well—his father. Aaron Rosenberg produced and Kurt Neuman directed.

Running time, 77 minutes. General audience classification. For August release.

M. H.

Bowl Association End 'Symphony' on Coast

HOLLYWOOD, July 16.—The Hollywood Bowl Association's 33rd annual "Symphony Under Stars" was cancelled outright Saturday night after the first five nights attendance chalked up a $30,000 loss, with management naming television as a counter-influence chiefly responsible. The Bowl, which long has averaged upwards of 20,000 nightly attendance, for years has stood as an important factor in Los Angeles film theatres' summer slump. The Bowl Association plans a reorganization.

To Get First Theatre

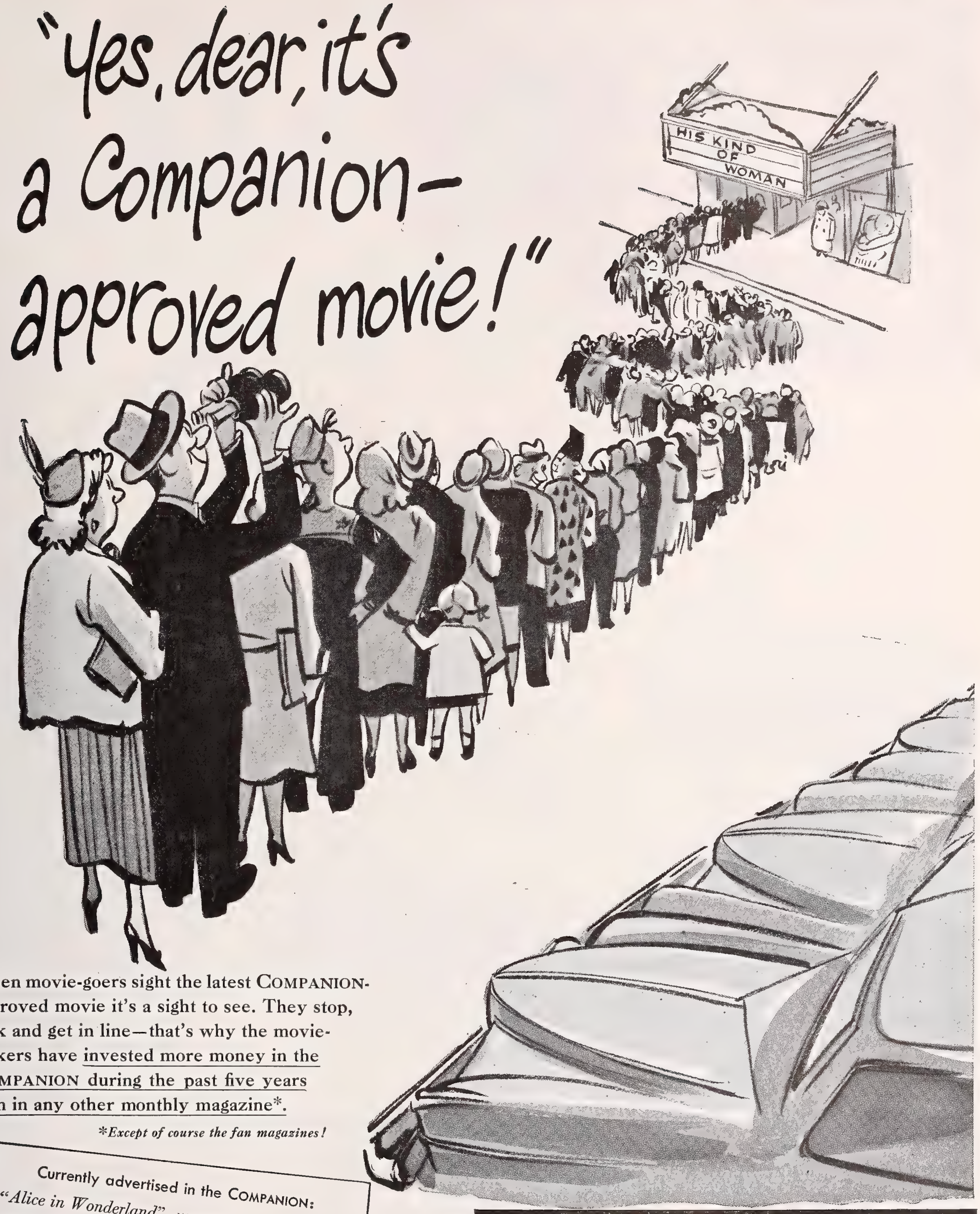
QUINCY, Wash., July 16.—Quincy, in Central Washington and in a fast-growing area, is scheduled to have its first motion picture theatre this year, according to contractors Ebert and Butler of Seattle. Work has started on a $20,000 theatre. Butler has been associated with the film business for many years on the Coast and other points.

U-I Sets Another for 'Francis' the Mule

"Francis Covers the Big Town" has been set by Universal-International as the next picture in the studio's series based on its famous talking mule character created by David Stern. Donald O'Connor again will star in the picture, playing the role of a cub reporter on a New York newspaper who becomes one of the top reporters in the city through information furnished him by his mule pal. Chill Wills also has been set to again be the voice of Francis. Arthur Lubin, who directed the previous "Francis" comedies, has been signed to direct.

Film to Aid Handicapped

CHICAGO, July 16.—A Technicolor motion picture showing the activities of Goodwill Industries, an organization which aids the handicapped by training them in special skills and marketing items which they produce, is now being filmed in Hollywood. The film, to be narrated by Joe E. Brown, will be available this fall.


"yes, dear, it's a Companion-approved movie!"
HIS KIND OF WOMAN

When movie-goers sight the latest COMPANION-approved movie it's a sight to see. They stop, look and get in line—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

*Except of course the fan magazines!

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"Alice in Wonderland"—WALT DISNEY
"Rich, Young and Pretty"—METRO-GOLDWYN-MAYER
"Show Boat"—METRO-GOLDWYN-MAYER
"His Kind of Woman"—RKO RADIO PICTURES

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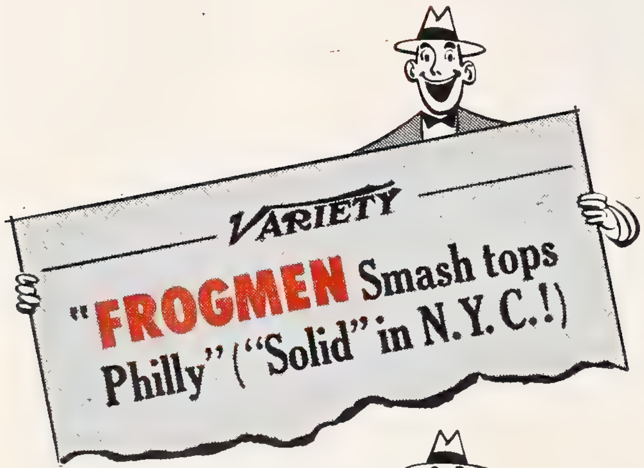
—*Boxoffice*

AND HERE'S HOW IT'S PAYING OFF!

(Look at the Variety B.O. Record — issue July 4)



VARIETY

"**FROGMEN** Smash tops Philly" ("Solid" in N.Y.C.!)

Technicolor

VARIETY

"**ON THE RIVIERA** Smash to Pace Toronto"

Technicolor

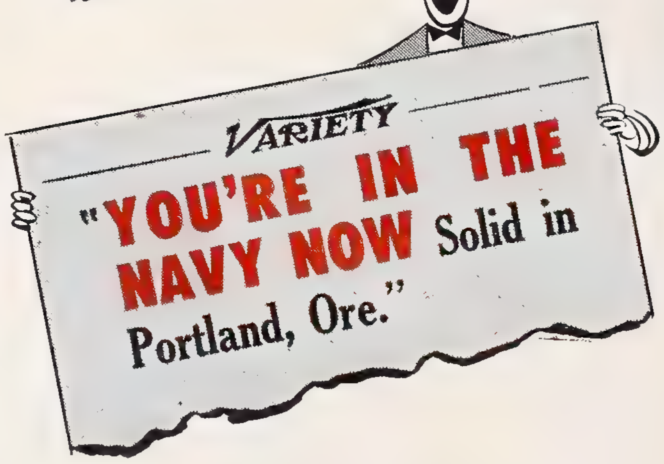
VARIETY

"**HALF ANGEL** Top Grosser Denver"

Technicolor

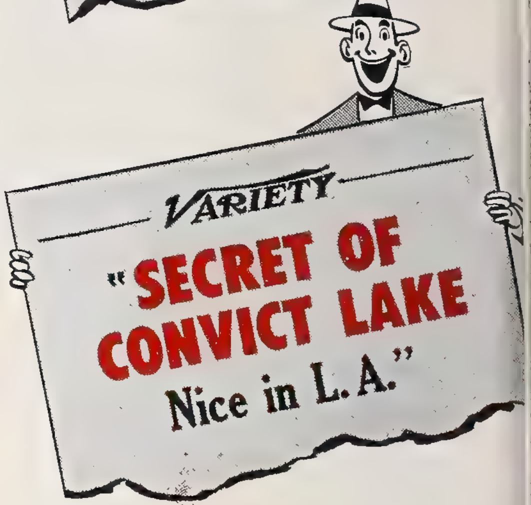
VARIETY

"**TAKE CARE OF MY LITTLE GIRL** Topping K.C." (Very Good, Toronto)



VARIETY

"**YOU'RE IN THE NAVY NOW** Solid in Portland, Ore."



VARIETY

"**SECRET OF CONVICT LAKE** Nice in L.A."

And the Payoff's coming soon on "MR. BELVEDERE RINGS THE BELL"

"NO HIGHWAY IN THE SKY" • "MEET ME AFTER THE SHOW"—*Technicolor*

"PEOPLE WILL TALK" • "MILLIONAIRE FOR CHRISTY"

and **"DAVID AND BATHSHEBA"**—*Technicolor.*

DARRYL F. ZANUCK TESTIMONIAL
THE 20TH CENTURY-FOX GREATEST MOVIE YEAR 1951-52
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 12 NEW YORK, U. S. A., WEDNESDAY, JULY 18, 1951 TEN CENTS

Eastern Deal Colors Coast Wage Parleys

Walsh Carries 10% Pay Hike Won by NY Crafts

Richard F. Walsh, IATSE international president, now en route to Hollywood to assist in the coming studio negotiations in which the craft unions will put forth wage demands, succeeded just prior to his departure in getting Eastern producers to agree to a 10 per cent pay increase for a substantial bloc of craftsmen here, it was revealed yesterday.

The consensus in New York is that Walsh will use the Eastern agreement as a lever in the Coast talks, and observers here believe Hollywood producers will find it difficult to offer smaller increases for Coast workers whose duties correspond with those in-

(*Continued on page* 4)

32 Exhibits Set Up For Equipment at TOA Convention

Motion picture theatre owners throughout the nation, planning to step up their showmanship and to maintain, modernize, and generally improve their operation, will be aided by the Trade Show exhibits of the TOA convention at the Astor Hotel in New York City, Sept. 23-27, the Theatre Owners of America stated here yesterday.

Exhibits will include such furnishings as chairs, curtains, carpets, decorations, lighting, ventilating and projector-sound equipment. Also equipment and supplies for merchandising and concessions, plus complete materials and supplies for drive-ins and standard theatres.

S. H. Fabian, general chairman of

(*Continued on page* 4)

SMPTE Board Meets Here on Theatre TV

The position of the Society of Motion Picture and Television Engineers on theatre television will be determined at a meeting of the Society's board of governors here tomorrow and a formal statement will be adopted for presentation to the Fed-

(*Continued on page* 4)

$1,390,000 for 'Caruso' Sets All-Time Radio City Music Hall Grossing Record

The windup tonight of "The Great Caruso's" 10-week run at Radio City Music Hall will set an all-time house grossing record with total receipts upwards of $1,390,000 and with only one picture, "Random Harvest," which played 11 weeks, topping the theatre's length-of-run record.

The previous top grosser at the Music Hall was "The Bells of St. Mary's," which took in $1,200,000 in nine weeks. Two other films have played there for 10 weeks. "Caruso's" stay forced the Music Hall to give up its usual policy of trying to play pictures first in the U. S. when M-G-M had to fulfill previous commitments for pre-release showings of "Show Boat," which opens at the Hall tomorrow.

25% of Theatres in Kansas City Hit Directly by Flood

KANSAS CITY, Mo., July 17.—One estimate is that 25 per cent of the theatres in Kansas City have been affected directly by the flood, inundated, surounded by water, unable to get power to operate, or to get prints. It is estimated that 40 film houses in the Kansas City area were damaged by flood waters, some being partly submerged. Regulations here require that theatres stay closed until five P.M. weekdays. Film row offices are operating on an eight A.M. to three P.M. schedule.

It is understood that no theatres had flood insurance—a few however have "use and occupancy" insurance that will help compensate for loss of income pending reopening.

Under authorization of the City Council, emergency regulations have been issued setting store hours of restricted areas at 11:30 a.m. to 3:30 p.m. and other business (such as in

(*Continued on page* 4)

Myers Positive Of Unanimous Allied Support of Jubilee

WASHINGTON, July 17.—Abram F. Myers, Allied States Association general counsel, said today he was sure that Allied field units would be unanimous in their support of the Council of Motion Picture Organization's fall jubilee drive.

Gael Sullivan, executive director of the Theatre Owners of America, said yesterday in New York that TOA would ask its units to support the jubilee. Last Friday the Motion Picture Association of America board voted approval of the jubilee drive on condition that COMPO succeed in getting full, wholehearted cooperation of all exhibitor groups.

Myers said that Allied has not yet

(*Continued on page* 4)

Ratify Changes In Compo By-laws Mon.

The precise roles which distributors and exhibitors will play in the industry box-office jubilee slated for the fall and ratification of the Council of Motion Picture Organizations by-laws changes that have altered the agency's governing structure, are the principal items on the agenda of the COMPO executive committee meeting to be held next Monday on the Coast.

The executive committee meeting will be followed on Tuesday by the COMPO-sponsored all-industry seminar on production problems, which will run through July 26.

Also on the executive committee

(*Continued on page* 4)

Affirm Towne Suit, Cut Damages Total

CHICAGO, July 17.—The U. S. Court of Appeals has affirmed $941,574 of the $1,295,878, plus $75,000 of the $225,000 attorney fees awarded to the Towne Theatre, Milwaukee, in an earlier court decision.

The rest of the decree has been affirmed, with the exception of the portions which gave the Towne first choice of all pictures and forbade certain Fox and Warner theatres from licensing any pictures released by defendant distributors in the case: Loew's, Paramount Pictures Corp., RKO Distributing Corp., 20th Century-Fox, Warner Brothers Pictures and Columbia Pictures.

US Team Asks $25,000,000 UKRemittance

Report Britons Consult Gaitskell on Proposals

By PETER BURNUP

LONDON, July 17.—The basis of the American film industry's proposals for a new sterling conversion agreement with Britain is an increase from the present $17,000,000 annual remittance to $25,000,000 to compensate for the devaluation of the pound last year, informed observers said today.

The American delegation, it is indicated, used yesterday's "preliminary" meeting with Board of Trade, Treasury and Bank of England officials to present the substance of their proposals. No meeting was held today and no date was set for the next meeting, presumably to provide the British officials the necessary time to

(*Continued on page* 4)

Warners to Tender 100,000 Shares Of Family Stock

Harry M., Jack L. and Albert Warner and some members of their families intend to offer a total of 100,000 shares of their stock in Warner Bros. Pictures, Inc., in response to the company's offer to purchase for cancellation and retirement up to $15,000,000 worth of its outstanding stock at prices not exceeding $15 per share.

The tender price of the Warner shares was not revealed but the company notified stockholders that the lowest price tenders will be accepted first and none will be accepted in excess of $15 per share. The offer is in effect until Aug. 16. After tendering 100,000 shares, the Warners still would hold approximately 1,600,000

(*Continued on page* 4)

Robinson-Turpin Fight Film 'Clicks'

American fight fans who are still wondering whether "Sugar" Ray Robinson's loss of the world's middleweight championship to Randolph Turpin in Earl's Court, London, on July 10 was a "fluke" or not will get their answer in Republic Pictures' 43-minute

(*Continued on page* 2)

Personal Mention

W. F. RODGERS, M-G-M sales vice-president, will be the guest of honor at the first luncheon of the Film Press Writers of America, to be held July 30 at Trader Tom's Steak House here.

•

FRANZ WAXMAN, Paramount musical director; ROBERT T. KANE, producer; HAROLD LLOYD, PAULETTE GODDARD and GLORIA DREW are among the passengers sailing for Europe today on the *Ile de France*.

•

ROBERT WEITMAN, United Paramount vice-president, and HARRY LEVINE, head booker, will leave here tonight for Chicago.

•

HARRY FELLERMAN, sales head of Universal-International's special films division, will leave here today for Washington and Baltimore.

•

ALEXANDER BECK, foreign manager for Madison Pictures, and MRS. BECK are the parents of a daughter born on Friday at the Beth Israel Hospital here.

Daff Will Hold 6 Meetings Abroad

Alfred E. Daff director of world sales for Universal Pictures, will leave New York by plane for Paris on Friday to hold the first of a series of six meetings with the company's foreign distribution forces.

These meetings follow a tour by Daff of the company's American distribution branches and by the time he returns to New York he will have had personal contact since last November with all territories in which Universal-International films are distributed. Americo Aboaf, foreign sales manager, will accompany Daff to Paris and London.

NPA Approves Five Appeals, Rejects One

WASHINGTON, July 17.—The National Production Authority has granted five theatre construction "hardship" appeals and turned down a sixth, the agency revealed today.

One of the approvals involved proposed alterations to the Astor Theatre, in New York. Two others involve new drive-ins in Arco, Idaho, and Palm Beach, Fla. The denial was for a new drive-in in Henderson, Texas, proposed by East Texas Theatres, Inc.

20th-Fox Division Managers Return

Division managers of 20th Century-Fox left here yesterday for their territories following two days of meetings at the home office, called by Al Lichtman, director of distribution.

Martin-Lewis Take Reaches $146,000

Dean Martin and Jerry Lewis last night wound up their two-week stand at the Paramount Theatre here with $146,000 as their share of the total gross of $292,000. Expenses of the stage show, which are paid by the comedy team, are reported to run about $11,000 a week, leaving a net of $124,000 for their labors.

Paramount's contract with Martin-Lewis called for a $50,000 weekly guarantee, plus 50 per cent of the gross over $100,000.

Mayor at Rivoli Defense Ceremony

Mayor Vincent R. Impellitteri and Defense Director Arthur W. Wallander headed the list of civic dignitaries yesterday at ceremonies marking the official opening of the Rivoli Theatre as a permanent civil defense recruiting center for the five boroughs during the summer. Grover A. Whalen presided.

The recurrent theme at the ceremony was the urgent need for expanded civilian defense activity.

The Mayor cited George P. Skouras, president of United Artists Theatre Circuit, for turning over the Rivoli to the defense effort.

Rowley-United Buys Theatre Television

Purchase of a Simplex theatre television system by Rowley-United Theatres for its 1,250-seat Center Theatre at Little Rock, Ark., has been announced by National Theatre Supply. The Simplex equipment, a direct projection system featuring what is described as an improved mirror design for balanced light distribution over the entire screen, is designed and produced by General Precision Laboratory.

Delivery of the Center Theatre unit is scheduled for late Fall. Since there is no TV station in Little Rock but a coaxial cable link to the city is expected next year, Little Rock residents will get their first view of TV by way of theatre television.

Biltmore Opens Its 9th

TORONTO, July 17.—Biltmore Theatres, headed by B. S. Okun, has opened its ninth unit, the Biltmore Weston, in the suburban municipality of Weston. The company recently opened the Savoy in downtown Toronto where "Streets of Sorrow," an Italian picture released by Cardinal Films, Toronto, has been held for a fourth week.

Irving Sherman's Father

Funeral services were held here yesterday for Joseph Sherman who died Monday at his home. Surviving are the widow, Anna, three sons, Irving, who is assistant manager of Columbia's exchange operations, Herman and Morris, and one daughter, Mrs. Gertrude Serlin.

New Jersey Allied To Elect July 31

Annual election of officers of Allied Theatre Owners of New Jersey will take place on July 31 at a meeting in the Berkley-Carteret Hotel, Asbury Park, it was announced here yesterday by Wilbur Snaper, organization president.

It could not be determined whether Snaper will be a candidate for reelection. He is at present serving his second successive one-year term as president. It is expected candidates will be nominated at a board meeting immediately prior to the general membership meeting.

An outing will be held for the membership in conjunction with the election meeting, Snaper said.

Fight Film 'Clicks'

(*Continued from page 1*)

film of the title bout.

The film reveals that the fight, which gave Britain its first middleweight champion since 1891, was a good, clean bout between expert battlers. It shows that Turpin's victory was no "fluke," and that, as some have surmised, in and out of the sports world, that Robinson was not in poor condition. Had he been, he could not have gone the full 15-round distance under the battering, bruising punishment meted out by Turpin.

The Republic film, exclusive for this country, is a good record of the title bout. It follows the fight, round by round, to its end with the decision going to Turpin. The pictures are clear, major action and all highlights appear to have been captured by the cameras and there are plenty of good shots of the in-fighting which took its toll of Robinson's stamina. The camera also catches the tricky Turpin style, ever-mobile, full of lightning-like crouchings and dodging.

The Briton, from the early rounds, carries the fight to Robinson, making the latter look a little surprised and wary. This appears to have the effect of slowing down the action as the champion repeatedly backs away from the challenger and the two go into frequent clinches. The pace accelerates as the fight progresses, with Robinson, though hurt, apparently succeeding in puzzling out some of his opponent's unfamiliar style and doing some damage in return. The final rounds are full of action as Robinson, realizing his disadvantage, changes his own style and goes all-out in an unsuccessful effort to save his title.

The narration by Jimmy Powers, sports editor and columnist, is calm and informative but lacking in excitement.

Large city theatres, able to draw from a good-sized sports following, have a good money attraction in this fight film. In addition, it will do much to increase the already high interest in the return engagement being planned for later this summer in New York.

S. K.

Schreiber Promoted

The appointment of Max Schreiber as cashier of Paramount's New York branch has been announced by Hugh Owen, Eastern-Southern manager.

Newsreel Parade

THE Kaesong talks and the Missouri and Kansas floods head current newsreels. Other items include Margaret Truman's return from Europe and sports. Complete contents follow:

MOVIETONE NEWS, No. 58—Kansas-Missouri floods. Reds yield Kaesong control. Oil tank farm gutted by fire. Scouts on jamboree. Miss Truman back from Europe. Citation becomes first race horse to win $1,000,000.

NEWS OF THE DAY, No. 292—Flood in Midwest. Reds yield to U. S. on truce parley. Margaret Truman returns from European trip. Oil firm inferno. Citation is first $1,000,000 winner. Bull chase in Spain.

PARAMOUNT NEWS, No. 95—Gas tank inferno. Kaesong: world awaits next move in truce parley. Floods in Kansas and Missouri. Citation becomes a millionaire. In Spain the race is after the bull.

TELENEWS DIGEST, No. 29-A—Korea: bumpy road to peace. Celebrate Bastille Day in France. Berlin: memorial to airlift dead. Ohio: heaviest load ever dropped by parachute. Bullfight. Korea: Red "P. W.'s".

UNIVERSAL NEWS, No. 474—Floods in Missouri and Kansas. Korea truce talks. Citation becomes first $1,000,000 winner. Bull chasing in Spain.

WARNER PATHE NEWS, No. 96—Kaesong talks. Los Angeles gas tank inferno. Kansas and Missouri floods. Margaret Truman home from Europe. Harriman flies to Iran. Scouts off to jamboree. Citation wins $1,000,000.

Disney Merchandise Show for 'Alice'

Walt Disney character merchandise will be put on display for retailers, jobbers and manufacturers in the Albany area to exploit Disney's "Alice in Wonderland."

The merchandise show will include hundreds of items representative of the 2,000-odd products licensed by Disney. It will be held in the Ten Eyck Hotel beginning Sunday, Aug. 5, continuing through Aug. 8, when "Alice" opens at the Palace there.

Series of Pre-releases For 'Bright Victory'

Universal-International's "Bright Victory" will be given a series of pre-release engagements starting at the Victoria Theatre here July 31.

The pre-release engagements are for extended runs in theatres identified with a policy of presenting long-run engagements. Among the first dates besides the Victoria are the Playhouse in Washington where the picture is scheduled to open on Aug. 22, the United Artists Theatre in San Francisco, Aug. 30, and the Woods in Chicago in early September.

Fisher to Handle 'River'

Al Fisher was named by United Artists vice-president Max E. Youngstein as company manager for the Paris Theatre world premiere engagement of Jean Renoir's "The River." Fisher previously served as company manager for the Bijou Theatre world premiere engagement here of "The Red Shoes" and "Cyrano de Bergerac."

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RKO RADIO PICTURES INC. *Trade Showings* OF FOUR PRODUCTIONS

	ROADBLOCK		PISTOL HARVEST		ON THE LOOSE		LILLI MARLENE	
ALBANY Fox Screening Room 1052 Broadway	Tues. 7/24	8:00 P.M.	Tues. 7/24	9:30 P.M.	Wed. 7/25	8:00 P.M.	Wed. 7/25	9:30 P.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Tues. 7/24	2:30 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	2:30 P.M.	Wed. 7/25	10:30 A.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
BUFFALO Mo. Pict. Oper. Scr. Rm. 498 Pearl St.	Tues. 7/24	2:30 P.M.	Tues. 7/24	3:30 P.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	3:30 P.M.
CHARLOTTE Fox Screening Room 308 S. Church St.	Tues. 7/24	2:00 P.M.	Tues. 7/24	3:30 P.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	3:30 P.M.
CHICAGO RKO Screening Room 1300 S. Wabash Ave.	Tues. 7/24	11:00 A.M.	Tues. 7/24	1:30 P.M.	Wed. 7/25	11:00 A.M.	Wed. 7/25	1:30 P.M.
CINCINNATI RKO Screening Room 12 East 6th St.	Tues. 7/24	8:00 P.M.	Tues. 7/24	9:30 P.M.	Wed. 7/25	8:00 P.M.	Wed. 7/25	9:30 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Tues. 7/24	2:30 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
DALLAS Fox Screening Room 1803 Wood St.	Tues. 7/24	2:30 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	1:00 P.M.
DENVER Paramount Scr. Rm. 2100 Stout St.	Tues. 7/24	2:00 P.M.	Tues. 7/24	3:30 P.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	3:30 P.M.
DES MOINES Fox Screening Room 1300 High St.	Tues. 7/24	1:00 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	1:00 P.M.
DETROIT Blumenthal's Scr. Rm. 2310 Cass Ave.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Tues. 7/24	1:00 P.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	1:00 P.M.	Wed. 7/25	2:30 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.	Tues. 7/24	10:30 A.M.	Thur. 7/26	2:30 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Tues. 7/24	2:00 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	10:30 A.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	Tues. 7/24	12:15 P.M.	Tues. 7/24	2:00 P.M.	Wed. 7/25	12:15 P.M.	Wed. 7/25	2:00 P.M.
MILWAUKEE Warner Screening Room 212 W. Wisconsin Ave.	Tues. 7/24	2:00 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:00 P.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:00 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:00 P.M.
NEW HAVEN Fox Screening Room 40 Whiting St.	Tues. 7/24	2:00 P.M.	Tues. 7/24	3:30 P.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	3:30 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
NEW YORK RKO Screening Room 630 Ninth Ave.	Tues. 7/24	11:00 A.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	11:00 A.M.	Wed. 7/25	2:30 P.M.
OKLAHOMA CITY Fox Screening Room 10 North Lee St.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:30 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:30 P.M.
OMAHA Fox Screening Room 1502 Davenport St.	Tues. 7/24	1:00 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	1:00 P.M.	Wed. 7/25	10:30 A.M.
PHILADELPHIA RKO Screening Room 250 N. 13th St.	Tues. 7/24	2:30 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	2:30 P.M.	Wed. 7/25	10:30 A.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Tues. 7/24	1:30 P.M.	Tues. 7/24	3:00 P.M.	Wed. 7/25	1:30 P.M.	Wed. 7/25	3:00 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Tues. 7/24	2:00 P.M.	Tues. 7/24	10:00 A.M.	Wed. 7/25	2:00 P.M.	Wed. 7/25	10:00 A.M.
ST. LOUIS RKO Screening Room 3143 Olive St.	Tues. 7/24	2:30 P.M.	Tues. 7/24	11:30 A.M.	Wed. 7/25	11:30 A.M.	Wed. 7/25	2:30 P.M.
SALT LAKE CITY Fox Screening Room 216 East 1st St. South	Wed. 7/25	1:00 P.M.	Wed. 7/25	3:00 P.M.	Thur. 7/26	1:00 P.M.	Thur. 7/26	3:00 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde St.	Tues. 7/24	1:30 P.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	1:30 P.M.
SEATTLE Jewel Box Screening Rm. 2318 2nd Ave.	Tues. 7/24	2:00 P.M.	Tues. 7/24	3:30 P.M.	Thur. 7/26	2:00 P.M.	Thur. 7/26	10:00 A.M.
SIOUX FALLS Hollywood Theatre 212 N. Philips Ave.	Tues. 7/24	9:30 A.M.	Tues. 7/24	10:30 A.M.	Wed. 7/25	9:30 A.M.	Wed. 7/25	10:30 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 7/24	10:30 A.M.	Tues. 7/24	2:00 P.M.	Wed. 7/25	10:30 A.M.	Wed. 7/25	2:00 P.M.

UK Pact

(*Continued from page 1*)

study and consult on the American proposals. It is assumed that Sir Wilfrid Eady, who received the American proposals, has referred them to Hugh Gaitskell, Chancellor of the Exchequer, for instructions.

Board of Trade sources, while refusing to confirm the current reports concerning the negotiations, state that the American proposals obviously are conditioned to the uncertain prospect of Britain's future dollar reserves and balance of payments problem, and are appreciative thereof.

This is taken to mean that the American delegation either did not ask for full convertibility of American film earnings here, as had been supposed, or that the request, if made, has been abandoned already.

Presumably, the American proposals also include liberalization of the permitted uses for their blocked sterling here, in addition to the increase to $25,000,000 in permissible remittances.

The American delegation is standing by for the setting of a date for resumption of the negotiations. Today members of the delegation had luncheon with Lord Mountbatten, cousin of the King.

John G. McCarthy, Motion Picture Association of America vice-president, one of the negotiators, said today he is confident that an amicable settlement will be reached shortly.

Kansas Flood

(*Continued from page 1*)

offices) at 10 A.M. to 2 P.M., to stagger the traffic load. Commodity markets and banks will observe usual hours. Industries may operate as usual if they use city water only for drinking and washroom purposes. A police order prohibits the selling of any alcholic drinks through the emergency. No air conditioning plants, public or private may be used. Only emergency commercial and public transit vehicles are permitted in restricted downtown areas.

The purposes are to prevent traffic congestion, leaving streets fairly free for emergency and public transit use, and to conserve water while the city supply is limited and many homes and businesses have no public system supply at all.

The order first prohibited the operation of theatres, but this order was modified to permit theatres to operate if they do not use air conditioning systems and closed drinking fountains and drink machines (which use city water, that must be boiled before use).

Howard Burkhardt, public relations representative of the Motion Picture Association of Greater Kansas City, met with the emergency flood staff to frame the new regulations, and made contact with theatre owners of Kansas City, Mo., receiving assurances of compliance from all. Theatres are using fans, and the audiences seem content.

Cities between Kansas City and St. Louis will have their highest water this week. Some rivers in Kansas are still flood high. Much of the flood-hit sections of Eastern and Central Kansas are still under water, including the business sections of several such towns—Manhattan, Ottawa and Topeka.

Review

"A Place in the Sun"

(*Paramount*)

SOME of the newer generation in Hollywood, meaning in this instance Montgomery Clift, Elizabeth Taylor and Shelley Winters, take over the almost venerable Theodore Dreiser story, "An American Tragedy," and make of it a gleaming, new drama, rich with the sincerity and veracity of their acting, greatly absorbing, and frequently deeply moving.

Matching the artistry of these principals is the expert and understanding direction of George Stevens and the superlative production he has devised. High on the list of credits, too, belongs the mature and exceptionally competent screenplay of Michael Wilson and Harry Brown. In fact, around the nucleus of the Dreiser plot, Wilson and Brown have written a new, up-to-date play—new in setting, in situations, in dialogue and meaning. Certainly, it justifies its new title.

From beginning to end it is a distinguished, adult motion picture which will reward film-goers and exhibitors alike. In dramatic quality it is far superior to previous productions of the Dreiser tragedy, on stage or screen. As a superior offering, it should attract new audiences to the theatres and should do much by way of earning new respect for the screen.

Clift is the young man of modest background who, given a job in his wealthy uncle's factory, is attracted by a co-worker, played by Miss Winters. Drawn together by loneliness, lacking opportunities for normal social activities and under the necessity of keeping their romance secret from their employer, the two find themselves carrying on their courtship in the girl's rented room. She becomes pregnant.

Clift falls in love with Miss Taylor, as the daughter of wealthy parents, after meeting her on one of the infrequent occasions on which he is invited to his uncle's home. His love is reciprocated. The despairing Miss Winters, learning of the romance, goes to the resort where Clift is a guest at the summer home of Miss Taylor's family, and threatens to denounce him in front of them as the father of her unborn child unless he marries her at once. Clift agrees, but balked by the holiday closing of the municipal offices, takes her out on the lake in a boat, planning her death. The boat is upset accidentally and the girl is drowned. Clift flees, is captured, tried, convicted and sentenced to the chair. In the death cell, he is told his fate is deserved because in his heart he had desired the girl's death. Miss Taylor visits him there and reassures him of her love.

All three principals win and retain audience sympathy, an accomplishment that adds poignancy to the ill-fated romances of both girls and tragedy to the doom of Miss Winters and Clift. Intimate romantic and allied scenes are numerous and forthright. In the hands of this trio they are sincere and natural, noteworthy but inoffensive.

Fine support is contributed by Herbert Heyes, as the uncle; Keefe Brasselle, his son; Raymond Burr, prosecuting attorney; Anne Revere, as Clift's mother; Fred Clark, a defense attorney; Shepperd Strudwick and Frieda Inescort, as Miss Taylor's parents, and Kathryn Givney, as Clift's aunt.

Ivan Moffat was associate producer; Fred Guiol, associate director; C. C. Coleman, Jr., assistant director, and Howie Horwitz, assistant to the producer. The technical work is distinguished throughout, particularly the camera work under the direction of William C. Mellor.

Running time, 122 minutes. Adult audience classification. For September release.

SHERWIN KANE

SMPTE Board

(*Continued from page 1*)

eral Communications Commission hearings beginning Sept. 17.

The board will study the recommendations of two committees, one on distribution facilities, headed by Pierre Mertz of Bell Telephone Laboratories, and the other on theatre television, headed by G. L. Beers of RCA Victor. The Society's recommendation to the FCC will result from the two reports.

Also on tomorrow's agenda is a report by W. C. Kunzmann of National Carbon on the convention to be held Oct. 15-19 at Hollywood. Peter Mole, SMPTE president, is here from the Coast for the governors' meeting.

Compo By-Laws

(*Continued from page 1*)

agenda is election of officers. The likelihood is that all incumbents, including Ned E. Depinet, COMPO president, and Arthur L. Mayer, executive vice-president, will be asked to continue in their posts. Still to be filled is the post of secretary which Francis Harman vacated when he resigned as vice-president of the Motion Picture Association of America.

32 Exhibits Set

(*Continued from page 1*)

the 1951 convention has announced the following 32 reservations for booths at the trade show:

American Electroaire, American Seating, Automatic Products, Beech Nut Packing. Cadbury-Fry, Coca-Cola, C. Cretors and Co., Drake American Corp., General Register, General Precision, Globe Ticket, Henry Heide, Inc., Hershey Chocolate, Charles E. Hires Co., Manley, Inc., Mason, Au & Magenheimer Confectionery Co., Mission Dry, Mosler Safe, Confectioners Cabinet, National Theatre Supply, Nestle's Chocolate, Orange-Crush, Pepsi-Cola, Peter Paul, Inc., Purity Pretzel Co., RCA, Thomas D. Richardson Co., Switzer's, Selmix Dispensers. Alexander Smith, Supurdisplay, Inc., Theatre Candy Co.

An additional number have made tentative reservations, but Fabian said these will not be announced until contracts have been signed. All in all, two-thirds of the available booth space has been contracted for.

Allied and Jubilee

(*Continued from page 1*)

been informed of the details of the drive, "but we are on the record strongly in favor of such a move and in fact have been sharply critical that it has not been forthcoming sooner."

Myers stressed that every single Allied unit has voted COMPO support.

NEWS in Brief . . .

HOLLYWOOD, July 17.—Snader Productions, formerly known as Snader Telescriptions, has announced the acquisition of the American distribution rights from Alexander Korda to 13 British features, not released before in this country, for theatre and television distribution.

•

Hollywood, July 17.—Albert Zugsmith, president of American Pictures Corp., now shooting "3000 A.D." for RKO release, today announced the company will make six exploitation pictures annually for the next three years, with financing supplied by himself and Peter Miller, the company's treasurer.

•

OTTAWA, July 17.—The National Film Board has announced the appointment of Alan MacNeill of Toronto as assistant to film commissioner W. Arthur Irwin and Edward Stanley Coristine of Montreal, as director of administration.

•

SAN FRANCISCO, July 17.—American Broadcasting Co. has purchased the Eagles Building in downtown San Francisco as a site for all of its local radio and television facilities, it was announced here.

Coast Wage Parleys

(*Continued from page 1*)

volved in New York agreement. The Eastern hike would be retroactive to last January.

The New York agreement, which is subject to the approval of the memberships of the locals involved, takes in some 200 studio mechanics and approximately 50 film editors. Recently the 1,800 Eastern laboratory technicians won a new two-year contract calling for a 10 per cent general increase. The mechanics' and editors' contracts also would be for two years.

Walsh was joined in the New York negotiations by Charles Wolfe, business agent of "IA" Motion Picture Film Editors Local No. 771, and Edward L. Muller, business agent of "IA" Studio Mechanics Local No. 52. The companies involved are RKO, 20th-Fox Movietone, United World, Warner Pathe, Columbia and Loew's, all of whom turn out newsreels or short subjects here.

Warners to Tender

(*Continued from page 1*)

shares of common stock, or more than 24 per cent of the 6,635,700 shares now outstanding.

In February, 1951, the company cancelled and retired 523,000 shares acquired prior to Jan. 11. Since then it has purchased another 136,300 shares in the open market for $1,685,348.

The stock retirement program is in line with the company's effort to continue regular dividend payments following divorcement of its theatre operations under the consent decree.

Stockholders were informed that in addition to the earlier reported sale of 30 acres of land in Burbank, Cal., and a New York warehouse building, 23 theatres and five additional properties have been sold or contracted for sale. Aggregate sales price of all the properties was $5,500,000, representing a profit of approximately $2,150,000, the company informed its stockholders.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 13 NEW YORK, U. S. A., THURSDAY, JULY 19, 1951 TEN CENTS

Studio Unions Ask Pensions, 18% Increase

Producers' Cost May Be $6,000,000 Annually

HOLLYWOOD, July 18.—A wage increase of 18 per cent and a pension fund that may cost the studio as much as $6,000,000 a year are the demands the AFL studio craft unions will present when negotiations for a new contract with the major producers open next week.

The demands have been approved by the Hollywood AFL Film Council and were worked out in meetings of leaders of the various IATSE locals and Roy Brewer, 'IA' international representative.

The unions expect considerable opposition to their demands from the

(*Continued on page 5*)

Accessories 'Experiment'

An experimental showmanship test involving a series of novelty accessories has been placed in work by 20th Century-Fox in conjunction with National Screen Service.

The plan, based on the increased efforts of showmen to merchandise pictures more fully to the public, includes a group of novelty accessories being offered at below manufacturer's cost for greater campaign impetus.

The kick-off item of the campaign is a "Belvedere Bell" hanger which is being utilized for "Mr. Belvedere Rings the Bell." This and other test

(*Continued on page 5*)

KATO Will Hold District Meetings

LOUISVILLE, July 18.—By unanimous resolution of the Kentucky Association of Theatre Owners it has been agreed that immediately after the August primary a series of Congressional district meetings should be held in each district. The members of KATO in each District will then have an opportunity to meet with KATO officers and each other and develop programs and discuss issues of interest to the industry. A bulletin will be issued later fixing the dates and locations of the meetings, and KATO is earnestly requesting that all exhibitors make plans to attend.

Senate Will Get Industry's Admission Tax Case Aug. 2

WASHINGTON, July 18.—The Senate Finance Committee has set aside Thursday, Aug. 2, to hear witnesses on proposed changes in the Federal admission tax.

Film industry witnesses scheduled for that day are Abram F. Myers, Allied States; Gael Sullivan and A. Julian Brylawski, Theatre Owners of America; and Col. Robert T. Barton of the Virginia Motion Picture Association. They are expected to oppose provisions of the House-passed tax bill which would lift the 20 per cent tax on admissions to events sponsored by non-profit groups, and urge that either the admission tax be repealed or that it remain in effect on all groups. Witnesses from symphony, opera and other groups benefiting from the provision are also scheduled.

Committee officials said that all witnesses asking to be heard so far have

(*Continued on page 5*)

Coy Sees 1,500 TV Stations, He Tells Senate Committee

WASHINGTON, July 18.—Wayne Coy, chairman of the Federal Communications Commission, today told the Senate Interstate Commerce Committee that within five years he envisions as many as 1,500 television stations and 2,500 within 10 years.

Coy told the Senators he did not think the National Production Authority would restrict the building of TV stations or delay their construction once the FCC granted construction permits. He said he thought the NPA would take the position that television was "a new and dynamic service that

(*Continued on page 5*)

Golden Plea Falls On Deaf NPA Ears

WASHINGTON, July 18.—National Production Authority film chief Nathan D. Golden got a cold shoulder from his superiors today when he stood up in a meeting of top NPA officials and asked for more liberal treatment of theatre construction in

(*Continued on page 5*)

Upstate Exhibitors Elect Directors

BUFFALO, July 18.—The Motion Picture Theatre Owners of Western New York, meeting in the headquarters of Tent No. 7, Variety Club, has elected the following to its board of directors.

Reelected for a three-year term, Harry Berinstein, Syracuse; for two-

(*Continued on page 5*)

Dividends of Film Firms Hit 5-Year Low, Says U.S.

WASHINGTON, July 18.—Film industry dividends last year hit the lowest point since 1945, according to Commerce Department figures released today.

The department, revising its month-by-month 1950 figures on cash dividends reported by film firms, came up with a "final" total of $36,941,000, slightly lower than the preliminary figure of $37,026,000 and sharply below the 1949 figure of $45,684,000.

The Commerce figures have showed industry dividends rising fairly steadily through 1947, when they hit an all-time high of $54,641,000 and then gradually tapering off. The 1945 total was $23,665,000. In 1946 it was up to $46,714,000. Then came the record 1947 figure, and in 1948 it slumped just slightly to $54,205,000. In 1949 and 1950 the drops were sharper.

Commerce officials usually figure

(*Continued on page 5*)

May Resume British Meetings Tomorrow

London, July 18.—With government officials here still examining the proposals for a new American film remittance agreement put forward on Monday, no arrangements for resumption of the negotiations were made today. However, it is considered likely that announcement will be made tomorrow of the scheduling of a meeting for Friday.

Basis of the American proposals reportedly is an increase in the permitted remittances from the present $17,000,000 to $25,000,000.

25% Rise in Independent Films Seen

Arnall Forecast for '52 Based on Five Factors

Highly optimistic concerning the future of independent production, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, said upon his return to New York yesterday from Atlanta that a 25 per cent increase in the output of independently-made features will be evidenced in the next year.

In enumerating the basis on which this forecast rested, Arnall gave first place to the resurgence of United Artists as a prime distributor of independent product. Now that an outlet of that caliber is once more available to independent producers, he said, independent

(*Continued on page 5*)

Arnall Clears TV Position

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, yesterday clarified SIMPP's position with respect to its recent resolution urging the Federal Communications Commission "to speedily license worthy systems of subscription television." A copy of the resolution, he said, has been sent to each FCC member.

In adopting the resolution, Arnall explained, the Society did not adopt at the same time a policy under which independent producers would supply films to subscription television. This

(*Continued on page 5*)

Mirisch Is Mono.-AA Executive Producer

HOLLYWOOD, July 18.—The appointment of Walter Mirisch as executive producer in charge of production for both Monogram and Allied Artists was announced today by Steve Broidy, president.

Mirisch, who began producing for the studio in 1945, is 29 years old, and a graduate of the University of Wisconsin and the Harvard Graduate School of Business Administration. He entered the industry with Skouras Theatres and Oriental Theatre. "Cavalry Scout," "Fort Osage," and "Flight to Mars" are among his productions.

Lashes Fee Awarded In the Towne Case

Chicago, July 18.—The U. S. Court of Appeals, in slicing $150,00 off the $225,000 fees awarded attorney Thomas C. McConnell in the Towne Theatre case, as previously reported, expressed the opinion that "the fabulous amount allowed is shocking to our sense of reason and justice. The amount would equal the total compensation received for a period of 15 years by the distinguished judge who made the allowance."

Judge John P. Barnes of U. S. District Court made the allowance on April 14, 1950, and awarded the theatre $1,295,000 damages, of which the higher court lopped off $354,303.

U.S. Films Are Tops At Ribeiro Houses

Eighty-five per cent of the playing time of the 112 Brazilian theatres owned and operated by his company is given over to U. S. films, Luis Severiano Ribeiro, Jr., president of Cia. Brasileira Cinemas, declared here yesterday. He is in New York from Buenos Aires on a combined business and pleasure trip and is accompanied by his wife.

Ribeiro also is owner of Uniao Cinematografica Brasileira which distributes American, Brazilian and other products. Although there are three TV stations now operating in Brazil, he reports no drop in attendance at theatres.

Ribeiro will fly to Europe on Monday for a short stay in London and Paris, and then return to Buenos Aires. He plans to visit New York annually.

'Little Girl' Grosses $16,000 on First Day

The best opening day in 1951 was cited for the Roxy yesterday, with 20th Century-Fox's "Take Care of My Little Girl" grossing an estimated $16,000 for its first day, according to A. J. Balaban, managing director. By three P.M. the film had out-grossed every picture at the Roxy this year, with the exception of "Call Me Mister," which had Danny Kaye as the stage attraction.

Red Cross Commends Hollywood Group

Hollywood, July 18.—The Hollywood Coordinating Committee has received the Distinguished Achievement Award of the American Red Cross for its work in obtaining personalities for transcriptions on behalf of the 1951 campaign. The award, signed by David Sarnoff, national chairman, and E. Rowland Harriman, president, was presented to George Murphy, president of the Coordinating Committee.

Personal Mention

MANNING CLAGETT, acting information director of the Motion Picture Association of America, was here yesterday from Washington for conferences with Alfred F. Corwin, director of publicity at the MPAA's New York office.

•

Sidney Schreiber, counsel to the Motion Picture Association of America, will leave here today for the Coast.

•

Charles Simonelli, Universal-International Eastern advertising-publicity director, is in Pittsburgh from New York.

•

Nat Dyches, assistant to Harry Brand, 20th Century-Fox studio publicity director, will arrive here from the Coast on Sunday.

SAMUEL PINANSKI, president of the Theatre Owners of America, will leave Boston today for the Coast to attend the Council of Motion Picture Organizations' seminar.

•

Charles Levy and Lee Samuels of the Walt Disney office, will leave here today for Chicago.

•

Darryl F. Zanuck, 20th Century-Fox production vice-president, will arrive here from the Coast tomorrow en route for Europe.

•

William Wyler and Mrs. Wyler are in New York following a vacation at Bermuda.

•

Aileen Brenon of Brenon and Morgan Associates, will leave here for Hollywood this weekend.

Services Here for Republic's Lewis

Funeral services for Jerome Lewis, Republic's New Haven branch manager, were held here yesterday at the Riverside Chapel. He died Monday in Scarsdale. Lewis had been with the company 14 years, initially as salesman in the Philadelphia office and, for the past eight years in the New Haven post.

Among those attending the services were James R. Grainger, sales and distribution executive vice president; district managers Walter L. Titus, Jr., James V. O'Gara and John Curtin; Richard G. Yates, executive assistant to Grainger; and the entire branch manager roster assembled here for Republic's sales meeting, including: William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; Leon Herman, Buffalo; Arthur Newman, Albany, and Frank Dervin, Boston as well as Boston sales manager Herbert Schaefer.

Pioneers Will Honor Eyssell on July 23

Gus Eyssell, president of Radio City Music Hall, will be honored July 23 by the Motion Picture Pioneers at a testimonial-dinner in commemoration of his recent appointment as head of Rockefeller Centre. The dinner will be held at the 21 Club here.

Another TV Film Series

With production completed on 13 15-minute color television shorts on "Junior Science," Milton Subotsky and Harvey Cort, in association with Max J. Rosenberg, have set two additional series, to be photographed in color. The first series will be 65 full color, 15-minute shorts titled "Do It Yourself."

MPIC Seminar Planning

Hollywood, July 18.—The Motion Picture Industry Council met last night to sanction the Hollywood participants in the Council of Motion Picture Organizations seminar which will be held in Beverly Hills next week.

Disney's 'Alice' Date Advanced to July 28

Walt Disney Productions announces it has advanced the world premiere date of its "Alice in Wonderland" from Aug. 1 to July 28, at the Criterion. Some 250 theatres throughout the U.S. and Canada will open the picture in August.

Lou Bunin's "Alice in Wonderland" will open at three theatres here on July 26. Originally scheduled to open at the Mayfair only, the world premiere will be held at the Mayfair, the Midtown, at 100th Street and Broadway, and the Trans-Lux 72nd Street.

Name Trade Press Compo Delegates

Trade press publishers will be represented at Monday's meeting of the Council of Motion Picture Organizations executive board in Hollywood by W. R. Wilkerson of the *Hollywood Reporter* and Joe Schoenfeld of *Daily Variety*. The appointments were announced here yesterday by Jack W. Alicoate, COMPO executive board member.

Wilkerson and Schoenfeld will also attend next week's roundtable discussions to be held at the Beverly Hills Hotel.

Schwartz to Compo Meet

Sol A. Schwartz, president of RKO Theatres, and Mrs. Schwartz will leave here to-morrow for Chicago, Los Angeles and San Francisco. Schwartz will look over RKO theatres in Los Angeles and San Francisco, and plans to attend sessions of the Council of Motion Picture Organizations seminar on the Coast July 23-26.

$1,200 for 'Kon Tiki'

Washington, July 18.—RKO Radio's "Kon Tiki" opened last night at the DuPont Theatre here and grossed $1,200 for a complete sellout at the 300-seater for the benefit of 1952 Science Fairs for High School Children. Mrs. Harry Truman was the sponsor.

3 Chicago Circuits Book Fight Film

Chicago, July 18.—Republic's Robinson-Turpin fight film will be shown at the Essaness Woods Theatre in the Loop and 22 outlying theatres here for a full week starting Friday and will break at the Telenews and 28 outlying houses a week later. The subject will open in key Publix-Great States situations downstate on Sunday.

20th Launches 1952 ProductionProgram

Hollywood, July 18.—Launching its 1952 production schedule, 20th Century-Fox currently has four pictures in work for next year's line-up, in addition to several recently completed for release during next year.

Shooting is going forward on "Viva Zapata," being produced by Darryl F. Zanuck and directed by Elia Kazan with Marlon Brando and Jean Peters starred. Also in work are: "Lydia Bailey," starring Dale Robertson and Anne Francis; "With a Song in My Heart," starring Susan Hayward, and "Red Skies of Montana," starring Richard Widmark, Richard Boone and Constance Smith.

Last week the studio wound up production on "The Marriage Broker," starring Jeanne Crain and Thelma Ritter, while the Australian-made "Kangaroo," starring Peter Lawford and Maureen O'Hara, and "Golden Girl," starring Mitzi Gaynor have already been completed for 1952.

Legion Reviews 11; Rates Four As 'B'

Eleven additional pictures have been reviewed by the National Legion of Decency with four receiving a "B" rating. In that category are London Films' "Angel with the Trumpet" and "Small Back Room;" Universal-International's "Little Egypt," and 20th Century-Fox's "Secret of Convict Lake."

In Class A-1 are Columbia's "Mask of the Avenger," and Warner's "On Moonlight Bay." In Class A-11 are M-G-M's "The Law and the Lady" and "Rich, Young and Beautiful;" 20th Century-Fox's "Decision Before Dawn;" Universal-International's "Thunder on the Hill," and London Film's "Interrupted Journey."

UPT Buys Buffalo Theatre Building

Buffalo, July 18.—Purchase of the Niagara Theatre Building by the Buffalo Paramount Corp., a United Paramount subsidiary, is revealed by a deed filed in the County Clerk's office. The sale was made by Shea's Kensington Realty, Co., which erected the building about 10 years ago and has been leasing the theatre to Buffalo Paramount since March 1, 1949.

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ALFRED HITCHCOCK'S
STRANGERS ON A TRAIN

FORT WORTH
COLOR BY TECHNICOLOR

ON MOONLIGHT BAY
COLOR BY TECHNICOLOR

JIM THORPE-ALL AMERICAN

FORCE OF ARMS

THE SIGNALS ALL SAY:

"LOOK FORWARD! GO FORWARD! WITH WARNER BROS!"

YOUR NEXT
Warner Bros. Picture
THE BIG
Industry Event

GREGORY PECK VIRGINIA MAYO

SILVER ANNIVERSARY
1926 Warner 1951
OF TALKING PICTURES

CAPTAIN HORATIO HORNBLOWER

COLOR BY
TECHNICOLOR

DIRECTED BY RAOUL WALSH Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie From the Novel by C. S. Forester

KATO Committee to Promote Business

Louisville, July 18. — The Kentucky Association of Theatre Owners has appointed a committee to devise ways and means to stimulate attendance at the box-office. The members are as follows: Buddy Arnold, chairman, Gene Lutes, Ralph McClanahan, Eddie Ornstein, Harold Sliter, Irving Long, Johnson Husselman and Katie Overstreet.

It is thought by the committee that arrangements should be made for personal appearances of stars through the state at whistle stops as one method of helping the situation and it is also proposed that the committee should devote itself to demanding better product.

Philippine Import Decree Puzzling

WASHINGTON, July 18.—The U. S. State Department is attempting to get more complete reports from Manila on what effect a Philippine decree may have on film imports.

The decree reportedly bans all pictures that do not have educational, moral and informative values. The Motion Picture Association of America has expressed great concern over the decree, and has asked the Department to protest. But Department officials say they have no idea just what the decree does mean or how it will be administered. "It might be very drastic and amount to a complete embargo on Hollywood films," one Department spokesman said, "or it might be just window-dressing and not mean anything at all."

Seager Is Promoted In Ansco Film Unit

Charles W. Seager has been named Eastern manager of Ansco's professional motion picture sales department by James Forrestal, General Manager of Ansco. Seager will have his offices in Ansco's New York sales headquarters.

Seager joined Ansco in 1946 as head of the professional Motion Picture Products Department of Ansco's Binghamton Sales Staff.

Canadian TV Sales Drop

TORONTO, July 18. — Because of government restrictions on credit buying, the volume of television set sales has fallen off by approximately 75 per cent in Canada, it is reported by TV manufacturers. A sales slump occurred in May through instalment restrictions, a trade survey has shown. The number of TV sold in that month was only 1,116, compared with a 1951 monthly average of 4,615 prior to May.

Gets TV Rights to Series

Stuart Scheftel, producer of Telenews, has acquired from *Readers Digest* television rights of the series, "The Most Unforgettable Character I Have Known."

Reviews

"Flying Leathernecks"

(Grainger-RKO Pictures)

THAT abundant source of motion picture material, World War II, was tapped again for "Flying Leathernecks." Done on an impressive scale in Technicolor, the picture depicts the development of coordination between air forces and ground forces in the South Pacific theatre. Most of the action centers around a Marine fighter squadron, outlining the effects upon it of day to day happenings. Considerable of the combat footage is authentic, thus endowing the picture with a highly realistic quality. Although the general narrative idea has been done before it still emerges as a highly exciting war drama.

The cast is a good one for the marquee. John Wayne plays the commander of the outfit and Robert Ryan his executive officer. Others in the cast are Don Taylor, as a flight officer; Janis Carter, Wayne's wife; and Jay C. Flippen, a line sergeant with kleptomaniacal impulses.

The story moves grimly through a series of maneuvers, depicting life and death, frolic, danger and heroism. Wayne is a hardened, professional soldier who takes his work seriously, showing no quarter and asking none. Since he always drives his men, grumblings arise. Ryan inclines towards laxity with the men and serious disagreements with Wayne arise. After a series of missions the group is sent home, only to be reassigned overseas again. This time Wayne is wounded in action. Before being sent home he recommends Ryan for a top post knowing full well that under the strain of decisions he too will become a strict disciplinarian. And that is just what happens.

An Edmund Grainger production, presented by Howard Hughes, it was directed by Nicholas Ray, from the screenplay by James Edward Grant.

Running time, 102 minutes. General audience classification. Release date, Aug. 28.

MANDEL HERBSTMAN

"Pickup"

(Columbia)

COLUMBIA has in "Pickup" a picture that definitely can turn out to be a sleeper. Produced on a modest budget by Hugo Haas, who also directed, the picture shows what can be accomplished when a script is intelligently written, and when the utmost value is squeezed out of such component parts of the production as acting, photography, editing, etc.

There are no "names" in the cast that will help in marquee exploitation, since the emphasis is on story rather than stars. Haas, who also plays the lead, suspensefully unfolds this story of love and intrigue adding an interesting switch that brings the audience in almost as a participant, rather than spectator. The story is refreshing in its simplicity, even if it does occasionally go heavy on the melodrama.

Haas is a middle-aged railway dispatcher stationed at a forsaken spot in the desert, but within driving distance of the nearest town. A widower, he had saved his money and one day he goes to town to buy a dog at a local fair. He is spotted there by Beverly Michaels, a flashy blonde who soon gains his confidence and marries him for the purpose of putting her hands on Haas' $7,000 savings.

Haas suffers a loss of hearing brought on by psychosomatic reasons, as it turns out later. When he is incapacitated, handsome young Allan Nixon is sent to substitute for him as dispatcher and it isn't long before the wife starts a romance with him. Unknowingly to both conspirators, however, who have been plotting his death, Haas has regained his hearing when knocked down by a car. Then come a series of tense sequences touched up with overtones of ironic humor, as Haas listens in on the plot. The denouement is exciting and extremely credible—all a tribute to subtle directorial and production work.

The characterizations are well-defined and the acting by Haas, Miss Michaels and Nixon is highly competent. The screenplay is by Haas and Arnold Phillips, from a novel by Joseph Kopta. Rudi Feld is listed as co-director, with Leon Chooluck in charge of production.

Running time, 78 minutes. General audience classification. For August release.

MGM Studio Board Maintains Role

HOLLYWOOD, July 18.—Although a four-man executive committee at M-G-M studios was established at the East-West conference in Chicago last weekend, this will not in any way affect the executive board which will continue to function as it has in the past, Dore Schary, vice-president in charge of production, announced here today.

The executive board is comprised of Schary, E. J. Mannix, Ben Thau, L. K. Sidney, J. J. Cohn, Lawrence Weingarten and Kenneth Mackenna.

Kramer Signs Cooper

HOLLYWOOD, July 18.—Stanley Kramer today signed Gary Cooper for the lead in "High Noon," for Columbia.

Set Speakers for 1st Seminar Session

HOLLYWOOD, July 18. — Discussion leaders at the Council of Motion Picture Organizations' seminar session Tuesday on the number and quality of pictures will be Si Fabian and Trueman Rembusch for the exhibitors, and Dore Schary and Jack L. Warner for the producers. Sam Pinanski and B. B. Kahane will act as co-chairmen.

Reinstate City Tax

MARTINSBURG, W. Va., July 18.—The city council has passed an ordinance reinstating the two per cent amusement tax, repealed about a year ago after being challenged by exhibitors because it had not been approved by the state legislators.

RKO Has Unique One For TV Competition

Minneapolis, July 18.—The RKO Orpheum Theatre here has an unusual gimmick for easing the box-office competitive tilt with television by using the television-radio page in local newspapers for its regular daily theatre advertisement, instead of having it buried on the regular amusement page with other film ads.

Lux Film Has Nine For Fall, Winter

Lux Film has nine pictures for fall and winter premieres here. Two are in English, seven are in Italian with English titles.

The English dialogue films are: "Love Story," with Danielle Darrieux and Rosggno Brazzi, and "Les Miserables" with Gino Gervi and Valentina Cortesa.

The Italian dialogue pictures are: Pietro Germi's "Path of Hope," with Raf Vallone and Elena Varzi; Luigi Zampa's "The White Line," with Vallone, Gina Lollobrigida and Enzo Stajola; "Under the Olive Tree," directed by Giuseppe De Santis with Vallone and Lucia Bose; "Sister Anna," with Silvana Mangano, her sister, Patrizia Mangano, Vallone, Vittorio Gassmann and Gaby Morlay; "Against the Wall," with Mangano and Amadeo Nazzari; "Closed Shutters" with Massimo Girotti and Eleonora Rossi; "Mill on the Po" with Carla del Poggio and Jacques Sernas.

Church Film Unit Sets Five Pictures

HOLLYWOOD, July 18.—A program of five features is being developed by the Broadcasting and Film Commission of the National Council of the Church of Christ in America under the supervision of Paul F. Heard.

The Broadcasting and Film Commission is the organization of the National Council of Churches representing 29 denominations, into which the work of the Protestant Film Commission is being merged. Heard, executive secretary of the Commission, has been appointed director of films for the combined organization and the executive producer of its pictures.

Goldstein Promotes 'Spy'

NEW ORLEANS, July 18. — Harry Goldstein, Allied Artists Eastern exploitation representative, has arrived here to launch an advance campaign for "I Was An American Spy," which has been given saturation bookings throughout the South. He was accompanied by Claire Phillips, World War II spy whose espionage activities are the basis for the David Diamond production which stars Ann Dvorak and Gene Evans.

DuMont Host to Army

Officials of Allen B. Du Mont Laboratories were hosts to 75 top military with the national defense effort yesterday at an "open house" at Du Mont's New Jersey installations.

Studio Unions

(*Continued from page 1*)

producers and are ready to suggest that the pension fund be built by drawing on revenues from reissues, from profits on old films released to television and from a straight payroll assessment.

Other points to be presented to the Labor Negotiating Committee for the Association of Motion Picture Producers will include improved working conditions and a more liberal insurance plan.

The wage increase is based on the increase in the cost of living since January, 1947, and under the present contract this permits a wage review. The unions are also ready to ask that if the cost of living goes up another five per cent between the signing of a contract and the first of October the pact can again be reviewed.

Golden Plea

(*Continued from page 1*)

the forthcoming revision of the government's construction control order.

While Golden refused to comment on the matter, other NPA officials present at the meeting, called to discuss the projected construction order, said the film chief had argued that the new order would actually tighten controls on theatre building and create even greater problems for exhibitors and theatre equipment manufacturers. These NPA officials said the answer Golden got was long and polite but could be boiled down to two words—"So what?"

Order Due Next Week

The present word is that the new construction order will not be issued before Monday next week. No last-minute changes are now expected in the theatre provisions. New building will still be banned, and the present $5,000 and $2,000 alteration and installation exemptions will be replaced by exemptions in terms of steel, copper and aluminum.

The copper restriction is the one that hurts most in the theatre field, it is reported, with practically no building possible due to the large amounts of copper wiring required and the low copper figure permitted.

Upstate Exhibitors

(*Continued from page 1*)

year terms, Jack Reid, Gowanda, and Menno Dykstra, Buffalo.

Matt Konczakowski, Buffalo, was reelected for a one-year term as were L. J. Behling, Ellen Terry, Buffalo, and Ray Pashley, Moravia.

Newly elected for a one-year term were William P. Rosenow, Buffalo; Andy Geitner, Silver Creek, N. Y., and Peter Bifarella, Springville.

The following have been elected as alternate directors for a one-year term: D. K. Vlassopulos, Palmyra; Otto Gratzer, Mexico, N. Y., and J. Warda, Lancaster, Lancaster, N. Y.

The directors will meet in two weeks to name new officers.

The new directors will work with the present standing members of the board. These are: George J. Gammel, James H. Eshelman, Worth Dietrich, Henry J. Dillemuth, Dalton Burget, Constantine J. Basil, Robert C. Hayman, M. J. Kallet, Vincent R. McFaul, Lester Pollock and Thomas J. Walsh.

SIMPP Executive Committee Meeting Here Today on German Distribution

Members of the executive committee of the Society of Independent Motion Picture Producers will meet here today to make final allocations among SIMPP members of West German distribution licenses. Ellis G. Arnall, Society president, will preside at the meeting.

SIMPP has been granted 20 licenses for distribution among its members. All the licenses, under conditions laid down by the West German Government, must be allocated by Aug. 31. Only a few of the 20 remain to be disposed of by the Society.

Coy on TV Stations

(*Continued from page 1*)

should be extended to the people without any other delay" beyond that caused by the FCC. FCC officials also pointed out there could be considerable saving of steel in TV construction operations by using one location in each community with multiple antennae rather than one location for each antenna.

May Skip Oral Hearings

The Federal Communications Commission might be able to begin processing applications for television stations this fall, Coy indicated today. He told the Senate Committee that this was predicated on approval of an FCC proposal to skip oral hearings on a proposed city-by-city allocation plan and instead decide the matter on the basis of written comment. If that should be done, he said, the Commission might have a final allocation order by the end of September. Presumably then the three-year old TV station freeze would be lifted.

On this basis, Coy said, cities without TV stations now might have one on the air by Sept., 1952—"if they were lucky." He said it would be longer before other new stations would get on the air, because when the freeze is lifted, cities without stations will be serviced first, followed by cities with one station and so on down the line.

Film Dividends

(*Continued from page 1*)

that cash dividends account for slightly more than 65 per cent of all film industry dividends.

The final Commerce Department dividend figures for each year are usually sharply up over the preliminary figures, due to late reports from various companies. Last year, however, the final figure was down. There is still a bare possibility that some later payments will be reported and the "final" figure revised again, but Commerce officials said they did not think the main picture would be changed—that of a further drop from 1949 and the lowest total since 1945.

Here are the "final" 1950 month-by-month figures: January, $2,204,000; February, $188,000; March, $5,168,000; April, $3,930,000; May, $188,000; June, $4,860,000; July, $3,929,000; August, $486,000; September, $6,907,000; October, $1,877,000; November, $726,000; December, $6,478,000.

Commerce also released figures today on the payments reported for April and May of this year, and they show that the trend is still downward. Figures for four of the first five months of this year are below those for the comparable 1950 months, and the fifth month figure is the same as it was 12 months earlier. Dividends reported for April amounted to $3,477,000 and for May totaled $211,000.

Arnall Clears

(*Continued from page 1*)

means, he said, that there is no plan whereby a producer would make one film for television and another for theatres, or whereby all product turned out by the producer would be available to television and theatres alike.

The reason no SIMPP policy exists in this connection is that there is no certainty regarding the precise future of subscription TV, Arnall said. Even if one or more of the projected systems should be licensed by the FCC, he added, there very likely would arise problems, such as clearances, which would have to be ironed out for subscription TV. Hence, the adoption of a distribution policy by SIMPP would have to await even the solution of those problems.

'Telescoping' Time

The SIMPP membership voted the resolution at its meeting in Hollywood late last month as a means of "telescoping" the time which is stretching into the future toward ultimate adoption of subscription video, Arnall said.

Thus, he explained, the producers acted at this time to make certain that the additional market subscription TV will afford will be available to them, and not become exclusively the market of newcomers to film production, such as television itself seems capable of supplying. The SIMPP members, Arnall emphasized, have no intention of turning their backs on exhibitors in favor of another market. On the contrary, he said, independent producers are intent on seeing that both markets are open to them.

Join Movement

Arnall said "everybody" is going into television, and now the independent producers are out to join in the movement. He cited the interest of theatres in video, the television and subscription TV activities of major producer-distributors and the extent to which film trade papers feature news of television. He allowed in connection with the last-mentioned instance, however, that trade papers are fully justified in their coverage of television news since television is making a large part of the news in the present era.

The SIMPP resolution was sent to the FCC members, Arnall said, pending the time when the Commission will consider issuing licenses to one or more systems of subscription TV. When that time arrives, he added, SIMPP will expect a hearing.

Senate Will Get

(*Continued from page 1*)

been scheduled, but no new witnesses will be added to the list. The committee on the same day will also hear witnesses from radio and television manufacturers, opposing any increase in their excise tax load.

Forecast

(*Continued from page 1*)

picture-makers can confidently go ahead with their production plans.

The second factor cited by Arnall is the extent to which "quite a few independents, some of whom are not members of the Society" are making films for television.

He cited also the prevailing demand for unusual, out-of-the-ordinary type of picture among film-goers, and contended that the independents traditionally have been geared to making such product. In this connection he cited such independent productions as "Gone With the Wind," "The Best Years of Our Lives," "Cyrano de Bergerac," "The Prowler" and features turned out by Walt Disney.

It is traditional for independents to make good pictures at costs well below what the majors must pay in view of their high overhead, Arnall said. Therefore, he explained, the independents have "more inducement" than the majors have to increase their output.

The final factor mentioned by Arnall was that, "if divorcement (under the U. S. vs. Paramount anti-trust suit) comes about" the independent producers "theoretically will be in a better position."

The SIMPP president will remain in New York a week.

Accessories

(*Continued from page 1*)

accessories are being offered over and above the regular accessory line.

For Darryl F. Zanuck's "David and Bathsheba," an array of six 20-by-60 door panels are being offered for increased lobby promotion. Each of the panels carries a highlight scene from the picture. Also on "David," is a roto herald and cut-out counter card with easel for in-store tieups.

On the new Betty Grable musical, "Meet Me After the Show," a two-color teaser herald has been prepared as extra box-office ammunition.

On "People Will Talk," Zanuck production, a novelty door-knob hanger will be prepared.

All of the accessories in the experiment will have an increased use of color and will be printed on finer stock. In addition, posters being prepared on "David and Bathsheba" will be handled with special color and printing processes for finer reproduction and greater eye-appeal.

Balaban to Leave Roxy for Video

The persistent reports that A. J. Balaban would bow out as executive director of the Roxy Theatre were confirmed here yesterday. Balaban will leave at the end of the year when his current five-year contract expires. He plans to go into television production, but will continue with 20th Century-Fox, which owns the Roxy, on a consultant basis for three years. Balaban took over the Roxy in 1942.

The appointment of a successor to Balaban rests on 20th Century-Fox's disposition of the house under the anti-trust consent decree.

Puciato Back from Coast

Carroll Puciato, Realart vice-president, has returned here from the Coast.

THAT 20th SUN IS SHINING ALL OVER THE LAND!

OMAHA
"TAKE CARE OF MY LITTLE GIRL"
TECHNICOLOR
FLAMES AHEAD OF "RIVIERA"!

ST. LOUIS
"THE FROGMEN"
IS RED HOT!

TORONTO
"ON THE RIVIERA"
TECHNICOLOR
TERRIFIC IN SPITE OF HEAT WAVE!

PORTLAND ORE.
"CONVICT LAKE"
OUT-SIZZLING "RAWHIDE"!

DENVER
"HALF ANGEL"
TECHNICOLOR
SETS ROCKIES ABLAZE!

AND COMING UP TO KEEP THE B.O. SIZZLING........

"MR. BELVEDERE RINGS THE BELL"
"AS YOUNG AS YOU FEEL"
"MEET ME AFTER THE SHOW" TECHNICOLOR
"A MILLIONAIRE FOR CHRISTY"
"PEOPLE WILL TALK"

"Boss, this summer there sure is no business like 20 CENTURY-FOX business!"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 14 NEW YORK, U. S. A., FRIDAY, JULY 20, 1951 TEN CENTS

'No Fighting' Seen Keynote For Seminar

Meet to Herald 'Upswing' Era, Sullivan Forecasts

Next week's Council of Motion Picture Organizations seminar on production problems in Beverly Hills, Cal., "will confound the skeptics and be the starting point of a definite upswing both in business and in industry relations," Gael Sullivan, seminar committee chairman, predicted here yesterday on the eve of his departure for the conference.

He pointed to "a complete absence of anything resembling a bellicose spirit among the exhibitors" who will be represented at the round table parley, and added that everyone he had spoken with had accepted the conference as a challenge to make it one of the most constructive events in the industry's history.

"A new optimism was apparent among the delegates" who either had

(Continued on page 6)

Republic Fight Film 'Clicks' in Circuits

Good business was reported by Loew's Metropolitan circuit and Brandt houses playing Republic's film of the Robinson-Turpin fight. Increased grosses since the film opened on Wednesday ranged from 10 to 20 per cent above normal, according to reports.

The picture moved into Loew's out-of-town houses yesterday, but box-

(Continued on page 6)

Still Await Setting Of UK Pact Meet

LONDON, July 19.—Members of the American delegation here to negotiate a new film remittance agreement with the British government were still standing by today awaiting the setting of a date for resumption of talks. While no new meeting had been arranged for up to late today, it is still believed likely that one may be held tomorrow.

The Americans today entertained Cinematograph Exhibitors Association

(Continued on page 5)

UPT Earnings for First Half of '51 At $4,849,000

United Paramount Theatres yesterday reported estimated consolidated earnings for the second quarter of 1951 amounting to $2,058,000, and estimated earnings of $4,849,000 for the first six months of 1951.

The results compare with UPT earnings of $2,467,000 for the second quarter last year and of $5,660,000 for the first six months of 1950.

Leonard Goldenson, UPT president, pointed out that the consolidated accounts this year include several companies which became wholly owned in the last half of 1950 through purchase of the 50 per cent interest of certain of UPT's co-owners. The earnings of these companies are now reflected

(Continued on page 5)

U.A. Personnel Changes Completed

Having been operating three months under management of the Arthur Krim-Robert Benjamin-Mathew Fox group, United Artists has at this time arrived at the point where all superfluous employes at the home office and in the field have been "weeded out" under a policy designed to tighten up on personnel, Max E. Youngstein, vice-president, stated here yesterday.

(Continued on page 6)

UPT Proxies Favor Merger with ABC

Up to July 13 United Paramount Theatres' stockholders had sent in proxies for 1,183,503 shares to be voted in favor of the American Broadcasting Co. merger with it, to 8,474 shares against, a ratio of 36 per cent of the outstanding stock in favor of the merger to .03 per cent against, Leonard Goldenson, UPT president, reported yesterday.

The shares in favor are held by 12,319 stockholders; those against, by 75 holders. The merger must be approved by two-thirds of the stockholders. A special meeting to vote on the proposal is scheduled for next Friday.

Disney's 'Alice' Gets 7-week Loop Run

CHICAGO, July 19.—Walt Disney's "Alice in Wonderland" today was granted a Loop run of seven weeks, five weeks over the two-week limit set by the Jackson Park decree, by Federal Judge Michael Igoe in view of the nature of the film and the high production costs.

The petition for an extended run, presented by Walt Disney Produc-

(Continued on page 5)

Coast Television Producers Adopt Production Code

HOLLYWOOD, July 19.—A television production code, modelled closely after the motion picture Production Code, today was adopted by the Television Producers Association, effective Monday.

Martin Mooney, former newspaper man active in motion picture and television film production as a writer and producer since 1935, was appointed code administrator for the television industry.

Although national in scope, TPA is headquartered here, with Louis D. Snader as president, succeeding Walter Wanger, who headed the organization during its first year.

Both filmed and live programs come within the scope code, which covers virtually all points covered by motion picture Production Code, under 10 subheads which are: Crimes against law; race and nationality; vulgarity, obscenity and profanity; religion; sex:

(Continued on page 5)

'Show Boat' Ahead of 'Caruso' at Hall

Despite intermittent showers, at five P.M. yesterday the gross for the opening day of "Show Boat" at Radio City Music Hall was running $1,200 ahead of the opening day for "The Great Caruso," whose 10-week stand set a new house gross record. "Caruso's" first day's gross was $20,500 and if "Show Boat's" pace continued a $22,000 opening was predicted.

Meanwhile, the M-G-M picture was reported to have grossed more than $1,000,000 in its 109 out-of-town openings. As of yesterday, 30 situations were holdovers.

20th-Fox Gets CBS Color For Eidophor

Will Use System to Bring Color TV to Theatres

Twentieth Century-Fox has acquired the right to use the CBS color television process in its Eidophor theatre TV system it was announced yesterday by Spyros P. Skouras, president.

The CBS system will be used by 20th-Fox to produce equipment to bring color television to the theatre screens of America, Skouras said.

The Eidophor system was recently acquired by the film company after its development at the Federal Institute of Technology at Zurich, Switzerland. It is expected that the first demonstration of the Eidophor-CBS theatre color TV will be presented in the early fall.

The Eidophor color television arrangements were made yesterday by Skouras, W. C. Michel, executive vice-president; Earl Sponable, director

(Continued on page 6)

Blaustein is 20th's Executive Producer

HOLLYWOOD, July 19.—Julian Blaustein, who joined 20th Century-Fox in 1949, has been appointed executive producer by Darryl F. Zanuck, production vice-president. Blaustein will supervise the work of 11 other producers.

Zanuck said the move was necessary because of the studio's increased production schedule, which has been increased from 24 films last year to 37 for the current year.

Ship US Pictures To Argentine

U. S. pictures finally are being shipped to Argentina under the agreement concluded a month ago between the two countries, the Motion Picture Association of America reported here yesterday.

On June 18 it was announced in New York by John G. McCarthy, Motion Picture Export Association vice-president, that the Argentine government had issued official orders for immediate implementation of the agree-

(Continued on page 5)

U. S. Lifts Ban on Films to Far East

Washington, July 19.—The Commerce Department announced today that beginning July 24, developed motion picture films may again be exported to China, Manchuria, Outer Mongolia and Tibet under general export license G-PUB.

The only exception is films containing technical data. Shipments of these will remain banned.

SIMPP Sets Further Reich License Plans

At a meeting here yesterday, the executive committee of the Society of Independent Motion Picture Producers made tentative allocations among SIMPP members of West German distribution license, Ellis G. Arnall, Society president, reported.

Arnall said it was not possible to indicate to whom the licenses would go since their allocation was predicated on whether additional licenses whose terms had not expired also would be available during the next month and a half. Hence, he said, although dispositions have been made, they may not be final. Only a few of the 20 licenses received by SIMPP remain to be disposed of by the Society.

Pickman Returns Here from Coast

Jerry Pickman, advertising and publicity director for Paramount Pictures, returned to the home office yesterday after a week's stay in Hollywood and Elko, Nevada. Pickman spent several days at the studio conferring with Paramount executives and viewing new product.

He then left for Elko to help set up preparations there for the premiere of Bing Crosby's new picture, "Here Comes The Groom." The Frank Capra production will have a benefit opening at the Hunter and Rainbo Theatres, with all proceeds slated for the Elko Hospital Fund.

Special Promotion for 20th's 'Bathsheba'

The community relations department of the Motion Picture Association of America, under Arthur DeBra, is currently sending out 150,000 copies of a two-color brochure on Darryl F. Zanuck's "David and Bathsheba."

The large printing was made in order to interest specialized groups in the film, principally educational and religious organizations.

Correction

A Hollywood dispatch to Motion Picture Daily, published yesterday, erroneously identified Stanley Kramer's forthcoming production "High Noon" as a Columbia release. The picture is committed to United Artists as Kramer's last under his expiring deal with that company.

Personal Mention

Herb Coplan, head of Warner Brothers Latin American theatres, arrived here yesterday from Hawaii.

•

Harry Blumberg, Philadelphia supply dealer, has become a grandfather with the birth of a son to Mrs. Dorothy Goldberg, his daughter.

•

Edwin C. Booth, M-G-M Cincinnati manager, returned to his Ohio headquarters yesterday after two days at the home office.

•

Armand Deutsch, M-G-M producer, is at Cape Cod from Hollywood and will fly back to the Coast tomorrow.

•

Sam Zimbalist, M-G-M producer, and Ralph Winters, studio cutter, will return to the Coast from here at the weekend.

•

Phil Cahill, manager of the Post Drive-in at East Haven, Conn., was married recently to Mary Ann Kelsey of Hartford.

•

Bernard Goodman, Warner Brothers labor relations director, was in Cleveland yesterday from New York.

•

Ira Tulipan, 20th Century-Fox trade press liaison at the home office, will leave here today for a vacation.

•

Clarence Hill, 20th Century-Fox labor relations director, was in Boston yesterday from New York.

Russell M. Moss, executive vice-president of the IATSE Home Office Employes Local No. H-63, was in Washington yesterday from New York.

•

Mel Konecoff, associate editor of Jay Emanuel Publications, and Mrs. Konecoff are the parents of a girl born yesterday at Israel Zion Hospital, Brooklyn.

•

E. S. Gregg, Westrex vice-president, has returned to New York after visiting Westrex subsidiaries in England, Belgium, France, Spain, Brazil, Argentina, Chile and Peru.

•

Rube Lewis, stage manager at Loew's Poli Palace at Hartford and business manager of IATSE Local 84, has returned to his duties following a lengthy illness.

•

Uda B. Ross, Westrex Latin America regional manager, is in Mexico City from New York and will tour Central America.

•

Ralph Azzie, formerly an official of the Canadian National Film Board, has been appointed to the secretariat of Prime Minister St. Laurent.

•

William Boggess, manager of the Rialto Theatre, Baltimore, has left there for a vacation.

•

David Diamond, Allied Artists producer, is here from the Coast and will leave for London over the weekend.

20th Sales Meet Held in Boston

Boston, July 19.—A sales meeting of 20th Century-Fox branch managers of the Atlantic division was held here today at the Boston branch office with Edward X. Callahan, division manager, presiding.

Those attending the meeting were James Connolly of Boston, Ben Simon, New Haven; Sam Diamond, Philadelphia; Glenn Norris, Washington. Clarence Hill in charge of exchange operations for 20th Century-Fox took part in the meeting.

Tent 19 a Sport Promoter

Baltimore, July 19.—Negotiations are under way by the Variety Club, Baltimore Tent, No. 19, to bring the New York Yankees and California Rams here for one of their regular big league games in the fall. Proceeds will be for Variety's Heart Fund. Rodney Collier, chairman of the club's sport committee, is also trying to book a Joe Louis fight for Baltimore as a Variety benefit affair.

'World's Largest Screen'

Chicago, July 19.—The Sunset Drive-In, which was scheduled to open last Friday, will open tomorrow after a week's delay due to material shortages. The new house is in the suburb of Skokie, just Northwest of Chicago, and is advertising "the world's largest screen; 48 per cent larger than any other drive-in screen.

Chicago Industry Outing Tuesday

Chicago, July 19.—The annual outing of the Chicago motion picture and amusement industries will be held at Nippersink Lodge and Country Club next Tuesday, under the sponsorship of the Variety Club of Illinois. Tickets are on sale at all local film exchanges and at Variety headquarters. The affair will include lunch, dinner, cocktails, swimming and the annual golf tournament. John Jones, of Jones, Linick, and Schaefer, is chairman of the outing.

Samuel G. Lewis, 79

Boston, July 19.—Samuel G. Lewis, 79, retired theatre business manager died yesterday at his home in Arlington, Mass. He had been a motion picture theatre manager for several years before becoming manager of the Wilbur Theatre, Boston, and the Somerville Theatre, Somerville, Mass.

Service will be held tomorrow at the Bigelow Chapel. Internment will be in Mt. Auburn Cemetery, Cambridge, Mass.

Vending Tax Bill

Boston, July 19.—The state Joint Legislative Committee on Taxation announced today that the committee has unanimously approved a bill which would place a tax on all vending machines in Massachusetts. Machines would be taxed $10 per year if the bill becomes law.

Coming Events

July 23—Motion Picture Pioneers testimonial dinner for Gus Eyssell, 21 Club, New York.

July 23—Council of Motion Picture Organizations executive committee meeting, Beverly Hills Hotel, Beverly Hills, Cal.

July 23-26 — Council of Motion Picture Organizations-sponsored seminar for exhibitors and producers, Beverly Hills Hotel, Beverly Hills.

July 31—Allied Theatre Owners of New Jersey annual election meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.

Aug. 8—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Kilroe's Copyright Works to Columbia U.

Edwin P. Kilroe, former copyright legal specialist for 20th Century-Fox, who retired last year after 21 years with the company, has presented to the Columbia University Libraries here his collection of 1,100 volumes on copyright law.

Kilroe, who in addition to his work for 20th-Fox often represented the motion picture industry at international copyright conventions, compiled many of the volumes himself from original sources. They included works on performing rights of literary and dramatic properties, artists' rights, general copyright law and court proceedings in the copyright field here and abroad.

Souvaine to Europe

Henry Souvaine, president of Souvaine Selective Pictures, left here by plane for Italy yesterday for a three-week survey of new Italian film product. He may also visit Paris, to view new French product against the possibility of acquiring added titles to his 1951-52 release schedule, which will include American, British, French and Italian pictures.

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PEG LEG BATES
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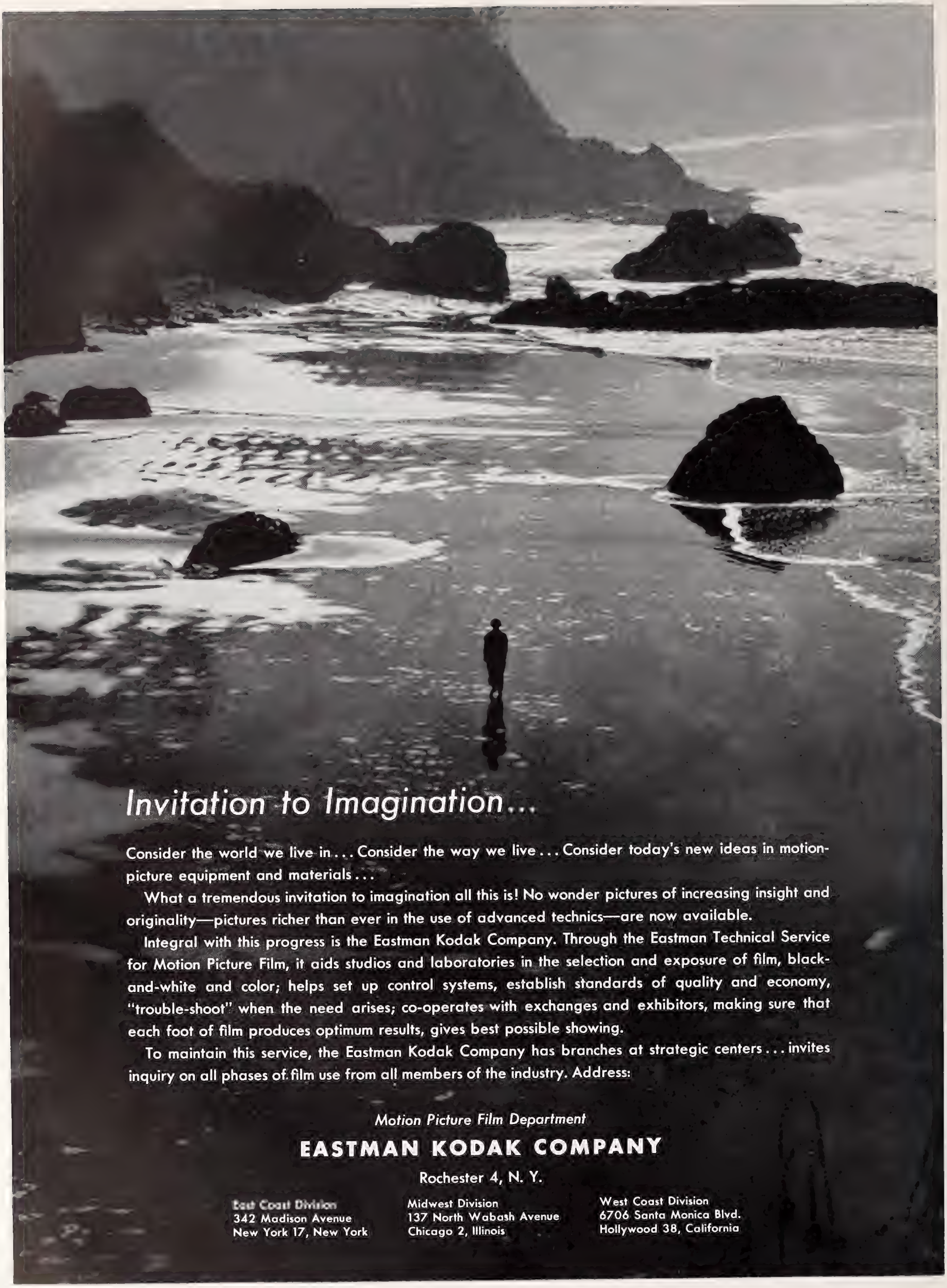

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New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

TV Code

(*Continued from page* 1)

questionable subjects; experiments; truth: children: and, finally, it says "When in doubt, leave out, or consult your code administrator."

Indicative of the close parallel to the film Production Code is the rule reading, "Any reference to use of illegal drugs or their effect should be scrupulously avoided so as to stimulate no curiosity concerning traffic in or use of such drugs." Other regulations throughout parallel the picture code.

The code seal, equivalent to that assigned to motion pictures following PCA approval, is being designed and will be issued, numerically identified, as in the picture industry. A title registration bureau, similar to the film industry's, also has been set up under Mooney's administration, with a registration fee of one dollar, renewable semi-annually.

TPA also established a committee, under Snader, to work on standardized labor relations contracts for the television industry.

7 American Films Rate High in Sweden

STOCKHOLM, July 15 (By Airmail).—Seven American pictures rated among the 20 top foreign film imports of the past season in a poll conducted by the Swedish trade paper *Biografbladet.*

The list was topped by "Sunset Boulevard" and continued with "Orphee," "All About Eve," "Un Si Solie Petit Plage" (French), "Riso Amaro" (Italian), "La Ronde" (French), "Give Us This Day" (British), "All the King's Men," "Kind Hearts and Coronets" (British) and "Domani a Troppo Tardi" (Italian).

Other American products that rated among the top 20 included "Intruder in the Dust," "A Walk in the Sun," "Caged" and "Cinderella."

Seipel in Australia

SYDNEY, July 14 (By Airmail).—Harry Seipel, formerly with National Theatres, in Northern California, has arrived in Australia to become an executive of Hoyt's Theatres.

'Alice' Loop Run

(*Continued from page* 1)

tions attorneys Aaron Stein and Joseph Rosenberg, was based on the fact that no independent theatre had submitted a bid and that two of the three bids received were contingent on the court granting an extended run. The guarantee of $100,000 rental by the Criterion Theatre in New York was cited by the petitioners in support of their request for additional playing time.

The picture probably will play the RKO Palace here.

Ship to Argentina

(*Continued from page* 1)

ment, which brought to a halt the Argentine ban on the issuance of licenses to American distributors.

Under the monetary terms of the agreement, American companies will be able to remit "a substantial amount of dollars annually." The pact also permits liberal use of film earnings for investment within Argentina.

Reviews

"Bright Victory"

(Universal-International)

THE NEW world of interests and romance that opens up for a blinded "G. I." is portrayed with excitement and appeal in "Bright Victory." It is a freshly-told drama, high in quality and sincerity, and sure to evoke word-of-mouth promotion.

Arthur Kennedy plays the sergeant who is hit by a sniper's bullet in the North African campaign. What ensues for him is not only visual darkness but spiritual darkness as well. It is a marked virtue of the screenplay that it enables Kennedy's readjustment to life to be depicted within a popular entertainment framework. Some of the most fascinating aspects of the picture cover the training and treatment of blind veterans at the United States Army General Hospital at Valley Forge, Pa.

Once Kennedy overcomes the shock of his blindness he soon is beguiled by the charms of Peggy Dow. He makes dates with her and presently the two fall in love. But there are complications. Back home Kennedy has a fiancee, Julia Adams, and he realizes that morally he is committed to marry her. Once home, however, he discovers her feelings have changed, but it amounts to just another step in his path to readjustment.

A slight racial aspect has been woven into the Robert Buckner screenplay. James Edwards plays a blinded Negro who becomes hurt by Kennedy's intolerance.

However, among the many things Kennedy eventually learns in his blindness is the wretchedness of bigotry. By the finale Edwards and Kennedy are strong friends again. Humorous touches throughout neatly balance the picture which Buckner also produced.

Mark Robson has done a creditable job of direction. Others in the cast are Will Geer and Nana Bryant, parents of Kennedy; and Jim Backus and Joan Banks, brother-in-law and sister, respectively, of Miss Dow.

Running time, 97 minutes. General audience classification. Pre-released in August.

MANDEL HERBSTMAN

"Rodeo King and the Senorita"

(Republic)

A SLIGHT juvenile angle has been added to the usual Western routine of gunplay and skulduggery in "Rodeo King and the Senorita." Also embellishing the standard yarn are several songs which Rex Allen finds time to sing between the more serious business of outwitting outlaws.

Allen portrays a rodeo performer who discovers that strange and dangerous things are happening to him. Upon investigation he learns that Roy Barcroft would like to remove him from the show for reasons of personal ambition. It is this same ambition that drove Barcroft to plot the murder of Buff Brady, half-owner of the show.

Little Bonnie DeSimone, playing the daughter of Brady, acquires the 50 per cent interest upon the death of her father. Thus it eventually becomes the obligation of Allen to protect the little lady, especially from the machinations of Tristram Coffin, the other half-owner.

Villainy is compounded until finally Allen does some sleuthing and fighting and cleans up the mess. Mary Ellen Kay plays a governess and romantic attraction for Allen. Buddy Ebsen contributes the humor.

Several feats and tricks are performed by Koko, Allen's horse. Melville Tucker was associate producer, and Philip Ford directed from the John K. Butler screenplay.

Running time, 67 minutes. General audience classification. Release date, July 15.

M. H.

UPT Earnings

(*Continued from page* 1)

in the consolidated report, whereas last year they were reflected in dividends and share of earnings of non-consolidated operations. The effect is to increase consolidated profits and to reduce share of undistributed earnings for the 1951 periods in comparison with those for 1950.

Goldenson also pointed out that Federal income taxes for the first six months of 1951 have been computed at the increased rates over 1950. Provision for Federal income tax, for the first half of last year, was $2,445,000, compared with $3,256,000 for the first six months this year.

In a letter to UPT stockholders Goldenson said earnings for the second quarter of 1951 reflected the usual seasonal downturn from the first quarter. Prospects for the third quarter are good, he said, "in view of the number of excellent pictures which will be released during the next few months." The letter lists a number of the outstanding forthcoming attractions.

During the second quarter UPT terminated its joint interest with co-owners in 18 theatres through a division of assets in which it received 100 per cent interest in four theatres. UPT also disposed of a number of individual theatres and properties during the quarter for a net consideration of approximately $1,643,000 in cash and notes, Goldenson reported.

UK Pact Meet

(*Continued from page* 1)

leaders at a luncheon. Later John G. McCarthy, vice-president of the Motion Picture Association of America and a member of the delegation, with Mrs. McCarthy, attended a royal garden party at Buckingham Palace.

The reported basis of the American proposals for a new agreement is the increase to $25,000,000 of the present $17,000,000 annual remittances, to compensate for the devaluation of the pound last year, and the liberalization of the permitted uses of the Americans' blocked sterling here. The present agreement expires on Oct. 1.

$1.06 Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock of the company, payable on Sept. 1.

Short Subject

"Crisis in Iran"

(March of Time—20th-Fox)

As pertinent a subject as any on the world conflicts is this subject of the March of Time, the second-to-last documentary from the producers who are giving up this 16-year-old series in the fall, and who herein present a calm, factual background to the troubled situation in Iran, a crisis that could plunge the world into a third global conflict. The struggle between the Iranian Nationalists and the Anglo-Iranian Oil Company for the country's vast oil deposits is merely one phase of the general revolt of the Moslem peoples against foreign domination, the film shows. The danger here, however, as graphically depicted by the documentary, is that the USSR may exploit the unrest, seize Iran and its oil, and fan out to the Middle and Far East.

"Crisis in Iran" also gives a close-up of all of the principals in the Iranian drama—Premier Mossadegh, the Shah and his sister, U. S. Ambassador Grady and officials of the oil company. Running time, 19 minutes.

Many Theatres Still Shut in K.C. Area

KANSAS CITY, Mo., July 19.—Now that the disastrous Midwestern flood has begun to subside in this section, many more trains are running in and out of Kansas City, but the embargo on express continues. Prints are going toward all theatres that are operating in the territory, where about a dozen theatres still are closed.

Theatres at Iola and the Oakland suburb of Topeka have reopened. Exhibitors Film Delivery is bringing back many prints to exchanges relieving a threatened shortage created when exhibitors meeting delivery service trucks to pick up prints had not been able to return used prints.

Because of the express embargo by railroads, delivery service is taking out prints normally shipped by express and exhibitors in railroad served towns are meeting trucks on truck routes.

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UNITED AIR LINES

SMPTE's Position On Video Today

Because yesterday's meeting here of the board of governors of the Society of Motion Picture and Television Engineers ran to such length, the disclosure of the position of the Society on theatre television was delayed until today.

A formal statement of the group's position will be sent to the Federal Communications Commission in connection with the FCC's theatre TV hearings commencing in Washington on Sept. 17.

20th-Fox Gets

(*Continued from page* 1)

of research, all of 20th-Fox, and William S. Paley, CBS board chairman, Frank Stanton, CBS president, and Adrian Murphy, president, and Dr. Peter C. Goldmark, vice-president of the CBS Laboratories division.

In making the announcement today, Skouras said, "This joins two of the strongest forces of communications and public service in a common effort to bring the latest miracle of entertainment in color to America's motion picture audiences."

Murphy said that CBS engineers will work closely with 20th-Fox's engineers to finalize plans for the initial showing, and for the installation of the Eidophor system in theatres.

Dr. Goldmark, inventor of the CBS color system, said CBS was particularly happy to make the agreement with 20th-Fox because the Eidophor system is "by far the most advanced for theatre audiences and best suited to bring them color."

UA Personnel

(*Continued from page* 1)

He said it was incorrect that the company planned to drop field exploiteers and cut home office and exchange staffs after next week.

Where there were duplications in employes' duties, Youngstein said, the unnecessary workers were dropped. A home office union spokesman substantiated this yesterday, explaining that in no instance was a union member discharged. Non-union members, however, were discharged, whereas members of the clerical union were transferred from home office to the New York exchange and shuffled among various departments where necessary, the spokesman said.

It was reported additionally that the company is planning to adopt an International Business Machine system to handle billing paper work. This same system was in operation at Eagle Lion Classics before UA purchased that company from Pathe Industries three months ago.

Republic Fight Film

(*Continued from page* 1)

office reports will not be available here today.

Exhibitors showing the 48-minute sport feature have been assured by Republic that the film will not be shown on television while it is current in theatres. Republic also owns the TV rights to the picture.

Program of Compo Meeting Of Producers, Distributors

Beverly Hills Hotel, Beverly Hills, Cal., June 23-26, incl.

***Monday, July 23*—10 A.M., All Day Conference of Exhibitor Delegates. Gael Sullivan, Chairman Round Table Committee.**

***Tuesday, July 24*—10 A.M.**

Remarks—Gael Sullivan, Chairman, Round Table Committee
Address—Ned E. Depinet, President, COMPO
Address of Welcome—Representative of Hollywood (To Be Selected)
Appointment of Co-Chairman for Morning Session, Sam Pinanski and Representative of Hollywood (To Be Selected)

Topic of Session

Industry's Jubiliee Campaign

Speakers: Arthur L. Mayer, Executive Vice-President, COMPO; Si Fabian (TOA), Trueman T. Rembusch (Allied). At Least One Speaker Representing Studios.

Adjourn for lunch

Tuesday Afternoon, July 24

Introduction by President Depinet of Two Co-Chairman for Afternoon—(One Representative of National Allied, One Hollywood Representative).

Topics for Session

"The Need of New Screen Faces"

Speakers: Robert J. O'Donnell (Variety Clubs). Studio Speakers (To Be Selected).

"Picture Cycles"

Speakers: Pat McGee (TOA); Representative of PCCITO (To Be Selected); Studio Speaker (To Be Selected).

"Message Pictures"

Speakers: George Skouras (TOA); Representative of PCCITO (To Be Selected); Harry C. Arthur; Studio Speakers (To Be Selected).

"Small Budget Pictures"

Speakers: Ben Marcus (Allied); Representative of PCCITO (To Be Selected); Studio Speaker (To Be Selected).

Adjournment for Day

***Wednesday Morning, July 25*—10 A.M.**

Introduction by President Depinet of Session Co-Chairman. Sidney Meyer of TOA and Studio Representative To Be Named.

Topics for Session

"Television"

Speakers: S. H. Fabian (TOA); Fred Schwartz (MMPTA); Trueman T. Rembusch (Allied); Studio Speaker (To Be Named).

Adjournment for Lunch

Wednesday Afternoon, July 25

Introduction by President Depinet of Session Co-Chairman, Rotus Harvey, PCCITO, and Studio Representative To Be Named.

Topics for Session

"Audience Tastes, Picture Titles, Color, Story, Direction, Actors, Screen Credits"

Speakers: John Wolfberg (Allied); Ben Berger (Allied); Sam Pinanski (TOA); Studio Representative (To Be Named).

Adjournment for Day

***Thursday Morning, July 26*—10 A.M.**

Introduction by President Depinet of Session Co-Chairman, Allied Representative To Be Named and Studio Representative To Be Named.

Topics for Discussion

"Public Relations"

Speakers: George Skouras (TOA); Col. H. A. Cole (Allied); Representative of Studio (To Be Named).

"Trailers and Advertising"

Speakers: Tom Edwards (TOA); Col. H. A. Cole (Allied); Representative of Studios (To Be Named).

Adjourn for lunch

Thursday Afternoon, July 26

President Depinet Introduces Gael Sullivan (TOA) and Trueman T. Rembusch (Allied) As Co-Chairmen.

Topic for Discussion

OPEN FORUM

Final Adjournment

61 Booths in 34 TOA Convention Exhibits

The Theatre Owners of America reported here yesterday that to-date 34 companies have engaged 61 exhibition booths for the trade show to be conducted in connection with the TOA convention to be held at the Hotel Astor here on Sept. 23-27.

On exhibition will be the products of various theatre equipment concerns and concessionaire firms.

Seminar

(*Continued from page* 1)

left or were about to depart for the three-day Coast seminar which will get underway at the Beverly Hills Hotel following the holding on Monday of a COMPO executive committee meeting, Sullivan reported. It will be the industry's first such producer-exhibitor round table.

"The recent release of some highly successful pictures and the prospect that more are on the way are undoubtedly the reasons for this optimism," declared Sullivan, who is executive director of Theatre Owners of America.

"At all events," he continued, "the impression I got from talking to these exhibitors is that the conference will confound the skeptics and be the starting point of a definite upswing both in business and in industry relations.

'Spirit of Helpfulness'

"Certainly there is no indication that any exhibitor is going to the conference with anything but a spirit of helpfulness. They recognize that this conference, long the dream of all progressive exhibitors, is an opportunity to give the producers a sober, realistic picture of public attitudes toward many aspects of our business, as only men who are confronted daily with these attitudes can describe them. On the other hand, they realize that producers are also faced with many problems and that these problems must be considered. I look for a conference that will produce a vast amount of good for our business."

To Discuss Jubilee

As indicated earlier, discussion of the industry's jubilee box-office drive in the fall will dominate the conference. An exposition of the campaign plans will be the first order of business when the conference gets under way Tuesday morning, with speeches scheduled by Arthur L. Mayer, executive vice president of COMPO; Si Fabian, representing TOA and Trueman T. Rembusch representing Allied. A fourth speaker, still to be selected, will enlighten the delegates on what the studios plan to contribute to the success of the drive.

Emphasizing that the program for the meeting was still tentative and would not be finally completed until after a conference of exhibitor delegates Monday, Sullivan made public the conference agenda, which appears in adjoining columns.

FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 70. NO. 15 NEW YORK, U. S. A., MONDAY, JULY 23, 1951 TEN CENTS

MPIC Greets Seminar With High Optimism

Exhibitors Confer Today; Compo Board to Meet

HOLLYWOOD, July 22. — Exhibition's delegates to the Council of Motion Picture Organizations' producer-exhibitor round table conference, which will get under way Tuesday at the Beverly Hills Hotel, will hold a separate all-day meeting tomorrow to put the final touches to their portion of the agenda. A meeting of the COMPO executive board will follow tomorrow night.

Exhibitors from all over the country arrived at the weekend to find the pre-conference atmosphere charged with goodwill and optimism. The Motion Picture Industry Council hailed the seminar as "one of the most constructive and progressive steps ever to be taken in

(*Continued on page* 3)

RKO to Release Kaufman Picture

Arrangements were concluded at the weekend by Ned E. Depinet, president of RKO Radio Pictures, and Joseph Kaufman Productions, for the release by RKO of "Sudden Fear." Starring Joan Crawford, it will go

(*Continued on poage* 4)

UK Pact Meetings Resume Tomorrow

London, July 22.—Negotiation of a new Anglo-U.S. film remittance agreement will be resumed at the Board of Trade offices here Tuesday morning, the American industry representatives were notified on Friday. British government officials have been considering the American proposals for a new pact since receiving them July 16 at the first and only joint meeting held to date.

Joyce O'Hara of the Motion Picture Association of America and James Mulvey of the Society of Independent Motion Picture Producers, members of the negotiating team, spent the weekend in Ireland.

Congressman Demands FCC Put an End To Exclusive Sports Theatre Video

Washington, July 22.—Rep. Patterson (R., Conn.) today protested to the Federal Communications Commission the exclusive theatre telecasting of boxing matches and other sports events, and asked the Commission to put an end to such practices.

FCC Chairman Wayne Coy was told by Patterson that millions of television set owners by virtue of their investment in a TV set "have a vested interest in the telecasting of these activities."

The Republican lawmaker emphasized that he was not questioning the right of the carriers to transmit to theatres but rather the right to exclude home set owners from the telecast.

Continued Patterson: "It is my opinion that the FCC has the authority to force discontinuance of telecasts to private groups rather than over the regular facilities of TV stations or networks. Further, I deem it not to be in the public interest for such practices to continue."

He told Coy that he wants to receive from him an indication of "whether the FCC has taken a position in this matter or whether it is intended that this question shall be pursued to a conclusion by the Commission."

Says Industry Is Capable Of Handling Its TV Case

Write Testimony to Speed FCC Hearing

WASHINGTON, July 22.—At a pre-hearing conference held over the weekend with the Federal Communications Commission, television attorneys were in unanimous agreement to put on a written basis the final portion of the Commission's television channel allocation hearings.

The Commission said it would issue its formal decision as soon as possible. The attorneys estimated that by limiting the hearing to written testimony, the entire procedure should take a total of five months. If the hearings were held orally, they said, it would take twice that time.

Observers seemed in doubt, how-

(*Continued on page* 3)

Peter Mole

The Society of Motion Picture and Television Engineers will not appear at the forthcoming Federal Communications hearings in Washington on theatre television channels because it feels that the industry now is quite capable, both commercially and technically, of presenting its case.

Exhibitor groups and their technical advisors were complimented for their handling of theater television, in statement released in New York late Fri-

(*Continued on page* 3)

U. S. May Protest New Mexican Quota

The State Department will probably protest a proposed Mexican government decree which would put in effect a screen quota of up to 50 per cent, an industry official said here over the week-end.

He said the Department is acting on a protest by the Motion Picture Association of America. It is reported that while the Department has not yet decided when it will make the protest or exactly what form it will take, it is practically certain that some protest will be made.

The decree, designed to rejuvenate

(*Continued on poage* 4)

Myers Sends Scrap Plea to Allied Units

WASHINGTON, July 22.—The plea to save iron and steel scrap, made last week to exhibition organizations by National Production Authority film chief Nathan D. Golden, was passed along today to Allied States Association members.

Allied general counsel Abram F. Myers sent all Allied units copies of Golden's letter, pointing out that exhibitors may face a serious steel shortage. Myers reminded Allied members that if they have replaced equipment within the last few years they may still have obsolete equipment on hand which they should dispose of at once.

BO Campaigns By All Allied Units Urged

Myers Sees 'Constructive' National Convention

WASHINGTON, July 22.—Members of Allied States Association were told today to take the lead in planning territorial promotion campaigns of their own and then to integrate them with the proposed fall Motion Picture Jubilee plan of the Council of Motion Picture Organizations.

Abram F. Myers

In a bulletin issued to members, general counsel Abram F. Myers said, "We earnestly hope that Allied units will continue to plan and work for territorial

(*Continued on poage* 4)

Escorted Children Are Ruled Tax-Free

WASHINGTON, July 22.—The Bureau of Internal Revenue has ruled that an admission tax need not be collected on free admissions for children under 12, who are accompanied by their parents, according to a bulletin sent to Allied States Association members.

(*Continued on poage* 4)

Impellitteri Cites N. Y. 'PR' Effort

In a letter to Fred Schwartz as chairman of the Organization of the Motion Picture Industry of the City of New York, Mayor Vincent Impellitteri highly commends the efforts of this city's theatre operators in their combined audience promotion and public relations program and to increase the capacity of theatres for community service.

The Mayor said he hopes activities in this connection will result in "even greater success for the motion picture industry."

Personal Mention

ALBERT E. SCHILLER, Republic branch operations manager, left here by plane for England over the weekend.

•

Joseph Mazer, in charge of 16mm. foreign sales for Universal-International, was married to Zona Gunderson here on Friday. The couple will honeymoon in New Hampshire.

•

Bill Ornstein, M-G-M trade press contact, has a short story listed in the honor roll of "The Best American Short Stories of 1951," as selected by Martha Foley.

•

William B. Zoellner, M-G-M short subjects and newsreel sales manager, will be in Salt Lake City today from Los Angeles.

•

Merle Oberon was in New York Saturday en route from Hollywood to London.

Educators Will Get MPAA Library Data

The recently devised standards for the selection of films for the Motion Picture Association of America's Childrens Film Library, will be made public for the first time at the conference on "Children and Mass Communications" to be held at the University of California in Los Angeles next Thursday and Friday under the auspices of the Children's Theatre Group of the American Educational Theatre Association.

This was reported here at the weekend by the MPAA. Marjorie Granger Dawson, director of the Association's Children's Film Library, has left New York to attend the conference. She will disclose the Library's standards in an address.

The sponsor of the conference has over 100,000 members representing colleges and universities as well as community theatre groups. Mrs. Dawson will screen for the delegates Universal's "Cattle Drive" to illustrate the kind of film selected by the Children's Film Library committee as desirable for children.

The standards for the selection of the Library's films will be published presently by the MPAA.

Walsh, Studio Union Meet Today on Pact

Hollywood, July 22.—IATSE president Richard F. Walsh will meet with studio union heads tomorrow on terms to be demanded when the IATSE locals present their contract reopening proposals to producers later in the week. Walsh said the exact amount of the wage increase to be sought has not been determined.

Fight Film Is 53 Minutes

Republic Pictures' Robinson-Turpin fight feature runs 53 minutes, and not 43, or 48, as previously stated.

Growing Evidence Seen of An Amiable Press Attitude

A much more amiable attitude toward motion pictures and the film industry is in evidence generally in many sections of the country, due at least partially, no doubt, to the growing efforts of various individuals and organizations in the business to promote public relations, increase goodwill and thereby aid box-offices.

This attitude can be expected to become much stronger on the part of the press as the industry's "PR" efforts increase, as they are scheduled to, through many exhibitor organizations joining the general program, through the joint efforts of producers, distributors and exhibitors, and through the industry jubilee which will be conducted on a widespread scale this fall.

There has appeared evidence that newspapers have ceased their actual sniping at pictures and picture people.

Typical of the treatment which the press is giving the screen these days are the following few examples:

In the Columbus (O.) *Citizen,* Norman Nadel, critic, recently devoted an entire column to tracing how the industry fell into its present state, and optimistically pointed out that the industry still had a great future. He chided film executives for unjustified weeping in public and added: "They found their own weeping and hollering had hurt business as much as anything. Today, as a result, they must convince the public that movies are solid and permanent. . . . Pictures like 'Show Boat' are picking up the industry. Now as the industry dries its tears and starts smiling, the pickup might go a lot faster."

Morris Rosenthal, manager of the Loew-Poli in New Haven, was given an opportunity, under his byline, to write an article in the *Bridgeport Herald* stating the case of the industry. The article had a three-column head which read, "Movie Biz Comeback Seen by Veteran Chain Expert." And in Minneapolis, North Central Allied decided to conduct a newspaper clinic in the fall to promote public relations. Plans for the project will be released shortly.

Last week, Walter Winchell in his column contrasted good film business with the fall-off in the legitimate theatre, radio, television programming and set sales, and mentioned some of the best films currently in release. Then he concluded: "They haven't built air conditioning into TV sets yet."

Nate Gross, widely-read columnist of the Chicago *Herald American,* said in a recent column: "It is interesting to know there has been an upswing in local movie attendance in the past few weeks and at least two television set manufacturers in the Chicago area will stop production at the end of this month if retail sales do not pick up."

'Place' Launches Academy Film Forum

Hollywood, July 22.—George Stevens' "A Place in the Sun" today launched the film forum of the Academy of Motion Picture Arts and Sciences before a capacity crowd attending the showing and discussion of the Paramount picture at the Academy Awards Theatre.

Stevens Heads Panel

Producer-director Stevens headed this first forum discussion panel made up of production crafts representatives who had worked on the film at the Paramount. Other panel members were: Ivan Moffat, associate producer; Michael Wilson and Harry Brown, writers of the screenplay; William C. Mellor, director of photography; Emile Kuri, set decoration; and Gene Garvin, sound recording. George Murphy was moderator of the hour discussion, with panel members answering questions from the audience.

PCCITO Reelects Harvey for 5th Term

Hollywood, July 22.—Rotus Harvey was re-elected president of the Pacific Coast Conference of Independent Theatre Owners in the concluding session of the organization's annual convention at Del Mar, Calif., for the fifth consecutive year. Mrs. Hanna Oppie was re-elected as executive secretary and Ben Levin as treasurer.

Services Today for Priori of M-G-M

Funeral services will be held here today for Willie Priori, 41, who died Friday morning at Memorial Hospital after a lingering illness. Burial will be at Calvary Cemetery at Maspeth, L.I., from St. Patrick's Church.

Priori for more than 25 years was with the *New York Sun* as assistant to Ward Morehouse and Eileen Creelman, theatre and film department heads. He spent about eight months last year in the M-G-M home office publicity department working on special assignments under Howard Dietz, vice-president and director of advertising-publicity.

'Opinion Makers' Showings for 'Light'

Special "opinion makers" trade screenings in all exchange centers and in various parts of their surrounding territories will be held for "Journey Into Light," the Joseph Bernhard production being released by 20th Century-Fox.

Prompted by the similar campaign for "I'd Climb the Highest Mountain," in which 178 "exhibitor-family" screenings are said to have built up a favorable advance word of mouth throughout the country, the trade screenings for "Journey Into Light" will be attended by religious, educational and civic leaders, as well as by exhibitors.

Newsreel Parade

KOREAN news and President Truman's visit to the flood area are current newsreel highlights. Other items include Joe Walcott's victory, fur fashions and other sports. Complete contents follow:

MOVIETONE NEWS, No. 59—President Truman sees flood havoc. Belgium hails new king. Allies patrol Korean lines. Last Japs give up. Greek "D.P.'s" hail liberty in U. S. giant irrigation project in West. Joe Walcott new champ.

NEWS OF THE DAY, No. 293—Baudouin takes Belgian throne. President Truman flies over flood area. Greek "D.P.'s" salute shrine of liberty. Fur fashions. Joe Walcott new heavyweight champ. Wild west show.

PARAMOUNT NEWS, No. 96—Joe Walcott new heavyweight champion. Detroit: a look into the automotive future. Baudouin ascends throne of Belgium. Fur styles in New York: Kansas City begins flood cleanup.

TELENEWS DIGEST, No. 29-B—Midwest; Truman views flood area. Berlin: Red youths to meet. Formosa: Navy dead honored. Shah of Iran recovers from operation. King Farouk on honeymoon. "D.P.'s" arrive. Car of the future. Toy show.

UNIVERSAL NEWS, No. 475—President Truman inspects flood. New king in Belgium. German "D.P.'s" arrive in New York. Walter Shirley leaves for England. Fur fashions. Jersey Joe Walcott wins title. Bullfight in Spain.

WARNER PATHE NEWS, No. 97—President Truman sees damage in flood area. Oil peace hope fades in tense Iran. Belgium crowns new king. Detroit: car of the future. Greek "D.P.'s" reach land of liberty. Joe Walcott new champ.

70-Theatre Opening For 20th's 'Convict'

Minneapolis, July 22.—Making a good will tour into the Northwest, Zachary Scott and Helen Westcott, featured in 20th Century-Fox's "Secret of Convict Lake," were honored guests at the three-day Aquatennial here over the weekend, taking part in the festivities along with Walter Talun, the "Goliath" of "David and Bathsheba."

Both Scott and Miss Westcott are also here for the saturation launching of their picture involving some 70 theatres in the state. The stars will be guests at the annual legislator's dinner as well as at the luncheon being held by members of the Northwest Newspaper Association. They will participate in the citywide parade and make appearances at the "Aquafollies."

Talun, who is currently swinging North on his nationwide tour on behalf of the Darryl F. Zanuck Technicolor production of "Bathsheba," has had his schedule arranged to be in this city at the height of the celebration.

'Tales' Is Cape Cod Hit

Lopert Films, distributor of "Tales of Hoffman," reported at the weekend that a two-day trial engagement of the film in the Cape Cod, Mass., summer theatre area last week broke all house records at the Elizabeth Theatre, Falmouth, with a gross of $2,120. Success of the engagement is being followed by extensive bookings throughout Cape Cod and in other resort areas.

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Two More Theatres Buy Television Sets

National Theatre Supply has sold a Simplex theatre television system to the 1,000-seat Luciann Theatre in Memphis, through Augustine Cianciolo, and to the Airway Theatre in the same city. The equipment is a direct projection system designed and produced by General Precision Laboratory.

Solid NCAA Ranks Lift Theatre Hopes

Prospects for successful theatre telecasts of college football games this fall are strengthened by the University of Pennsylvania's acquiescence to the National Collegiate Athletic Association plan for limiting the number of games available for home television.

Under the NCAA plan, only one game each Saturday will be telecast to home receivers and one Saturday during the season will be completely blacked out. The colleges, however, are free to negotiate with theatres for showing their games on large screen TV.

Pennsylvania had threatened to proceed with its plans to telecast all games on its schedule, but prompt cancellation of games by a number of colleges and the prospect of suspension from the NCAA caused its change of mind. Notre Dame had also considered televising its games despite the ban, but it has agreed to abide by the NCAA plan, which is in effect for one year.

Games Provide Test

The college football season is expected to provide theatre television's second major test, with the possibility that as many as 75 theatres may be equipped to participate on theatre network basis.

The likelihood, is however, that most games will be shown on a regional basis. United Paramount Theatres, which last year had exclusive theatre TV rights to "Big 10" games, is known to be negotiating for important Midwest games to be shown in its theatre TV-equipped houses, which may number 27 by fall. Other theatres in the area could participate, it is understood.

Contracts for games on the Eastern seaboard are likely to be negotiated by Nathan Halpern's Theatre Network Television, which handled the arrangements for the successful exclusive theatre telecasts of the International Boxing Club bouts.

However, the chances are good that at least one nationally important game will be carried by as many theatres as possible, in order to demonstrate to the industry and the public the vast potentialities of the medium.

Industry Holds Price Control Exemption

WASHINGTON, July 22.—Film admissions and rentals would remain exempt from price control under the controls bill passed by the House over the week-end. Since the Senate bill also continues this exemption, the industry is certain to remain exempt from price ceilings.

COMPO Brief Terms Films 'Essential' Defense Tool

"As an instrumentality of persuasion and communication the motion picture industry is a tool of defense and war."

This is the backbone of the arguments contained in the Council of Motion Picture Organizations' brief appealing the Commerce Department's action dropping the film industry from the list of "essential activities."

The brief, prepared by Robert W. Coyne, COMPO special counsel, is due to be filed by him in two to three weeks.

Coyne took exception to the opinion of some in the industry that the rating of non-essentiality is at this time academic in light of the peace maneuvers going on in Korea.

Despite the developments in Korea, Coyne said, the fact remains that materials restrictions will prevail for a considerable time since the national defense program is geared not only to the Korean war but to world conditions. Hence, he said, an essential rating is important to the industry.

The COMPO brief has been examined by attorneys for a number of COMPO member organizations, including the Motion Picture Association of America and theatre owners' groups. It was to have been filed during the week of June 18, but delay resulted when the attorneys chose to devote extra study and discussion to the arguments in the document.

Industry's TV Case

(*Continued from page* 1)

day by Peter Mole, president of the SMPTE.

"Present broad interests of the motion picture industry as well as the constructive measures which the industry now proposes are evidence that the Society's mission in the present preliminary stages of theater television development have been accomplished," said Mole.

In a letter to the FCC the SMPTE stated it would be evident in the statements sent to the Commission by commercial motion picture interests that the three primary functions of the SMPTE committee on theater television had been successfully carried out. These were:

1. Coordinate the varied approaches of individuals and companies toward theatre television.

2. Establish desirable performance objectives.

3. Arrange for the free exchange of information on video band width, number of lines and suitable signal-to-voice ratios.

It was also pointed out that the Society "does not propose to file an appearance nor otherwise participate in the forthcoming hearings because the interests of the Society of Motion Picture and Television Engineers are technical rather than commercial and it does not seek channels for its own use."

To avoid creating the impression that the Engineers, who have been active in this field for the greater part of a decade are now stepping aside, Mole has invited the FCC, eight industry organizations and all individual interests to call upon the Society at any time in a search for answers to particular technical questions.

B.&K. Books Ken Murray

CHICAGO, July 22.—In line with the policy of presenting top TV stars on stage, Balaban and Katz has signed Ken Murray for a week's engagement at the Chicago Theatre beginning Aug. 24. Marilyn Maxwell and Laurie Anders will appear with Murray.

Kramer Signs Rowland

HOLLYWOOD, July 22.—Roy Rowland has been signed by Stanley Kramer to direct "The 5000 Fingers of Dr. T.," a comedy for Columbia.

Written Testimony

(*Continued from page* 1)

ever, as to how the decision would affect the theatre television hearings which are scheduled for Sept. 17. Some thought the Commission, with the intense pressure brought on it to lift the freeze—a step that will follow the conclusion of the allocation hearings—would concentrate on those hearings and postpone anything else on the calendar.

Others believed that with only written testimony coming in the Commission would have time to devote to the theatre television hearings.

Still a third group said that with the lag between the day of the Commission's decision and the date of filing, the Commission might hold the hearings between the two dates.

NPA Grants Permits To 3; Turns Down 4

WASHINGTON, July 22. — Three theatre construction hardship appeals were granted by the National Production Authority and four others were denied for the period covering the first two weeks in July the agency announced.

Augusta Amusements, Inc., Aiken, S. C., was given permission to build a drive-in theatre costing $65,000. Others granted were: James P. Nadeau, Newington, N. H., to build a drive-in costing $13,444, and Warner Brothers, to alter the marquee and front of a Pittsburgh theatre for $9,500.

Denied were three drive-in theatre construction appeals: Curtis E. Hill, Henderson, Tex., $58,550; Athens Amusment Enterprises, Athens, Tex., $16,000; and C. H. Spearman and Hazel McCoy, Edmond, Okla., $8,900. In addition, Sullivan and Moore Theatres, Inc., Greenville, Tex., was denied its appeal to alter a theatre at a cost of $54,715.

Exhibitors in Bombay Protest New Tax

BOMBAY, July 18 (By Airmail).—The Cinematograph Exhibitors Association of India has sought legal opinion in its effort to challenge the recent edict of the Bombay Municipal Corporation imposing a new "theatre tax" on theatres operating here.

UA Remaining Away From MPAA Tie-up

Participation by United Artists officials in Motion Picture Association of America meetings to plan for the Council of Motion Picture Organizations' fall box-office jubilee drive is not to be interpreted as a manifestation of UA interest in rejoining the MPAA, according to a company spokesman. UA is a member of the Motion Picture Export Association.

UA has no present plans for rejoining the MPAA, it was said. UA has been represented at the meetings only so that it may join with other distributors in putting over the box-office campaign explained.

Seminar

(*Continued from page* 1)

the history of the film industry."

Tomorrow afternoon, preliminary to the opening of the seminar on Tuesday, Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, special counsel, will meet with the Studio Publicity Directors Committee to explain the purposes and scope of the box-office jubilee drive which is scheduled to be held in the fall all over the country under COMPO auspices.

B. B. Kahane, MPIC president, issued this statement over the weekend: "The Motion Picture Industry Council is looking forward to the round table conference with enthusiasm and optimism. We welcome this opportunity to get together with many of the nation's leading exhibitors. This opportunity to join hands and minds by the various branches of production and exhibition for the purpose of a free exchange of ideas is one of the most progressive and constructive steps ever to be taken in the history of the film industry."

Kahane concluded with this observation: "It (the seminar) can and should be the forerunner of many such meetings in the future."

Discussion of the all-industry box-office jubilee, which will be held during October and November, will dominate the round table talks. An exposition of plans for the campaign will be the first order of business at Tuesday morning's opening round table session, with speeches on the subject scheduled by Ned E. Depinet, COMPO president, and Mayer.

The seminar will continue through Thursday.

Schiro Heads Personnel

HOLLYWOOD, July 22. — Florence Schiro, who joined ABC in 1945, has been named radio and TV personnel director for ABC-Hollywood.

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Promotions on New Product Premieres Are on the Upbeat

Promotional efforts in behalf of premieres — world premieres and regional—are mounting rapidly. The past few months witnessed more such launchings of new product—much of it in the top quality bracket—than in a similar period in a long time and many additional premiere dates have been set.

In nearly all promotions players in the production appear on hand to aid the ballyhoo, with the usual practice followed of cashing in on the event with saturation bookings in surrounding territory.

Pittsburgh Premiere

"Iron Man," Universal-International film starring Jeff Chandler, Evelyn Keyes and Stephen McNally, will have its world premiere at the Harris Theatre in Pittsburgh on Friday evening, August 17 with Chandler, Joyce Holden, featured in the picture, and Frankie Van, former prize fighter who acted as technical advisor, making personal appearances and aiding in the advance promotion. The premiere will help launch a large number of dates in the Pittsburgh territory and openings in Boston, Cleveland and Buffalo the following week. Charles Simonelli, Manager of Universal's Eastern advertising-publicity department, is in Pittsburgh to set details of the premiere.

In Hollywood, "Captain Horatio Hornblower," Warner film, starring Gregory Peck and Virginia Mayo, in color, will be launched with a star preview at the Warner Hollywood Theatre on August 9.

Governor to Attend

Governor Charles Russell of Nevada has accepted an invitation to attend the world premiere of Paramount's "Here Comes the Groom," starring Elko, Nevada's Honorary Mayor, Bing Crosby, according to Lee Frankovitch, chairman of the premiere committee. The premiere will be held in Elko on the evening of July 30 at the Hunter and Rainbo theatres, with the premiere celebration stretching over a three-day period beginning Sunday, July 29. Governor Russell has consented to extend his personal invitation to the governors of neighboring states asking them to join in the tribute to Elko's most prominent citizen and the premiere of his new picture, which will benefit the Elko County Hospital Fund.

"Behave Yourself!" starring Farley Granger and Shelly Winters, will have its world premiere in Kansas City, on Aug. 29 at the Missouri Theatre, it is announced by Robert Mochrie, RKO Radio sales vice-president. "Behave Yourself!" is the first of the features made by producers Jerry Wald and Norman Krasna for RKO.

"The Honeymoon House," specially designed for "Behave Yourself!" by architect J. MacMillan Johnson, has been sent to Kansas City direct from the RKO Coast studio. It will be featured by Macy's starting Friday, July 27 in connection with its "America Tomorrow" presentation.

World premiere of "A Millionaire for Christy," the Bert Friedlob production for release by 20th Century-Fox, will take place at the Hippodrome Theatre, Cleveland on Sept. 12. Selection of the Cleveland theatre for the festivities was made because of its being star Eleanor Parker's home town. Miss Parker will be on hand for the opening, and it is expected that her co-stars, MacMurray and Carlson will also attend. A major civic celebration is being planned for the occasion, with Miss Parker taking part in a week-long round of events.

Universal-International's "Cattle Drive," in Technicolor, starring Joel McCrea, Dean Stockwell, Chill Wills and Leon Ames, will have its world premiere at the Paramount, Webber and Aladdin Theatres in Denver, Colo., tomorrow as part of a saturation territorial kickoff with theatres in almost 50 Colorado, Wyoming, Nebraska and New Mexico towns participating. Wills will make personal appearances in connection with the premiere and aid in the advance promotion which is being developed to blanket the territory. U-I is completing plans for an all-out radio and newspaper advertising and promotion campaign.

Universal - International's "Thunder on the Hill," starring Claudette Colbert and Ann Blyth, will have its world premiere at the Astor Theatre in Boston on Wednesday, Aug. 8, as part of a territorial saturation opening.

In connection with the premiere. Miss Colbert will entertain members of the Boston press at a luncheon at the Cape Playhouse in Dennis, Mass.

Allied Urges B.O. Campaign

(*Continued from page* 1)

campaigns to increase theatre attendance." Some regional plans, he said, now are under way, with Texas' and Michigan's already well-outlined.

Myers pointed out, however, that although the trade press has reported the approval of company presidents for the COMPO jubilee plan, which still needs exhibitor support, "this office has received no official notice of the action taken nor has it been furnished with a copy of the plan."

Allied to 'Pitch In'

Myers declared that Allied's 1951 national convention in New York will be the "greatest constructive meeting the motion picture industry has ever held." Allied leaders, he said, are confident that although the industry "staggered for a brief period under the impact of the box office recession the numbness is wearing off and there are unmistakable signs of a determination in many quarters to pitch in and solve industry problems and to resume the march along the road of progress."

"They are planning a convention," he said, that will lead to cooperation and understanding throughout the industry, and all attending the convention will be "fired with a determination to fight for recognition of motion pictures as the finest entertainment to be had and to restore the business to its rightful position as the most profitable of them all."

Bushman on 2-Month 'Bathsheba' Tour

San Francisco, July 22.—Kicking off his Coast-to-Coast tour for Darryl F. Zanuck's "David and Bathsheba," Francis X. Bushman will arrive here tomorrow on the first lap of a two-month junket which will take him through 19 key cities and a population area of 64,000,000.

Mexican Quota

(*Continued from page* 1)

Mexican film production, was proposed almost a year ago but has been lying dormant until recently, the industry spokesman said, "When it got a little warm." American distributors in Mexico realized this and indicated to the U. S. embassy there and to the MPAA here that it might possibly be promulgated soon.

The decree would grant government officials the power to direct Mexican theatres to set aside up to 50 per cent of their playing time for Mexican films. The exact percentage, the spokesman said, would probably depend on the number of Mexican films available to fill up the quota time.

The industry spokesman said that the executive branch of the government could put the decree into effect temporarily, with the legislature putting it on a permanent basis later.

RKO to Release

(*Continued from page* 1)

before the cameras early in October and will be directed by David Miller.

Depinet stated that this will be the first of a group of top bracket pictures to be made by Kaufman and "it is anticipated that this would be the beginning of a long association for the two companies."

Star a Partner

Miss Crawford will have a partnership participation with Kaufman in the production of the film, which is her first independently-produced picture.

Kaufman, before entering the production field, was an executive with Balaban and Katz Theatres in Chicago and has had a long experience in both the making and exhibiting of pictures. He is the co-producer with Al Lewin of "Pandora and the Flying Dutchman," to be released this Fall by M-G-M, and producer of "Lucky Nick Cain," just released by 20th Century-Fox.

Children's Tax

(*Continued from page* 1)

Allied general counsel Abram Myers said that the ruling was obtained from the Bureau as a result of the efforts of W. A. Carroll of Allied Theatres of Indiana. Myers said that the Bureau has absolved the theatre from collecting a tax in such instances, even though the theatre has an established taxable admission price for such children when not accompanied by their parents.

"Admitting children free when accompanied by parents is thought by some exhibitors to be a business-builder and under this ruling it is expected that the practice will flourish, at least until business gets better," Myers declared.

Shineman Promoted

Rochester, N. Y., July 22.—Promotion of Carl E. Shineman to head the estimating department at Eastman Kodak's new distribution center was announced here today by Thomas E. McGrath, manager of the center. The estimating department will be responsible for maintaining sales and production estimates on all major Kodak products, including motion picture film.

400 U. S. Pictures To Argentina Under Activation of Pact

The Motion Picture Association of America confirmed here at the weekend that the Central Bank of Argentina has issued permits for importation of more than 400 feature-length films and newsreels and short subjects produced in the U. S.

Other details surrounding the disclosure last Thursday that U. S. pictures finally are being shipped to that country under the agreement concluded a month ago between the MPAA and Argentina, are that 11 U. S. distributors have received their permits, and that the first films to be released there have been rushed by air freight and should be showing in Buenos Aires theatres early in August.

Argentina put a ban on U. S. films more than two years ago by refusing to issue import permits. About a year ago Eric A. Johnston, MPAA president, and Argentine Finance Minister Cereijo arrived at an agreement in New York covering remittances in dollars, with raw film to be sent to Argentina for the use of its own small industry and operation of American companies in Argentina, but that agreement and the subsequent one are only now finally being implemented.

Federal censorship and municipal censorship are two more hurdles which remain to be taken by the U. S. companies before their pictures will appear on the Argentine screens. It is understood, however, that the pictures sent have been carefully selected to avoid any foreseeable censorship on moral or political grounds and little difficulty is expected with the two boards of censors.

Claire Phillips in The South for 'Spy'

New Orleans, July 22. — Claire Phillips, spy for the U.S. in the Philippines during World War II, on a tour of Southern cities, has arrived here for a three-day visit in connection with her life story film, "I Was an American Spy" which opened Saturday at the Saenger. Among the many personal appearances were the Orleans Club, Army and Navy Club, a luncheon co-sponsored by the Club Auxiliary and Military Order of World Wars and various radio appearances. She was interviewed on WNOE who presented her with a gold certificate commending her as "The Woman of the Week." Her next stand will be Pensacola, then to Mobile, Jackson, Miss., and Baton Rouge, before returning to New Orleans for a new schedule.

Hold Over 'Cyrano'

Thirteen RKO houses in New York City have held over "Cyrano de Bergerac," United Artists release, for a full week, it was announced here at the weekend. Seven other RKO houses have held the picture over an extra day.

Holiday Holds 'Ranger'

"The Texas Rangers," Columbia's Supercinecolor Western, originally booked for a one week stand, has begun its second week at the Holiday Theatre here.

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O'Donnell Will Direct Compo Jubilee Drive

Announcement by Depinet Precedes Coast Seminar

Hollywood, July 23.—Robert J. O'Donnell, head of the Interstate Circuit of Texas, has been appointed national director of the industry box-office jubilee campaign which has been scheduled for the fall under auspices of the Council of Motion Picture Organizations.

R. J. O'Donnell

Ned E. Depinet, COMPO president, announced O'Donnell's appointment today at a conference which the exhibitor delegates to the COMPO seminar held preliminary to the opening of the

(*Continued on page 2*)

Technicolor Net Shows Sharp Rise

The consolidated net profit after taxes on income and other charges of Technicolor, Inc., for the quarter ended June 30, 1951, is estimated to be $608,365, equivalent to 66 cents per share, as compared to $356,781, equivalent to 38 cents per share, for the corresponding quarter of 1950, the company reported yesterday.

The consolidated net profit after taxes on income and other charges of

(*Continued on page 3*)

'David' to Reopen Rivoli on Aug. 16

Darryl F. Zanuck's "David and Bathsheba" will have its world premiere at the Rivoli Theatre here Aug. 16, it was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox, and George Skouras, president of United Artists Theatres.

The premiere of the Technicolor production will also mark the reopening of the refurbished Rivoli which currently is being used as a civil de-

(*Continued on page 3*)

Trust Bill Changes Seen Due for Delay

Washington, July 23. — House Judiciary committee members and officials say they don't look for action on the statute of limitations anti-trust bill before early fall, if then.

This is the measure that would set up a uniform six-year statute of limitations on private treble-damage anti-trust suits. It has been opposed by the Motion Picture Association. Members are at a loss to explain the inaction on the measure, on which hearings ended some time ago.

Colosseum Leaders Confer in Chicago

Chicago, July 23.—The executive board and the bargaining committee of the Colosseum of Motion Picture Salesmen of America held a joint meeting at the Congress Hotel here over the weekend to plan for the union's annual convention and to discuss the status of negotiations for new contracts with distributors.

The convention is expected to be held early in December. On the subject of the union's efforts to secure new contracts, David Beznor, Colosseum attorney, would say only that the bargaining committee is intent on achieving "a fair and equitable employment contract with the distributors."

In addition to Beznor, the following attended the weekend parley: William

(*Continued on page 3*)

UK Pact Agreement This Week Is Seen Despite New Delay

London, July 23.—The scheduled resumption tomorrow of the negotiations of a new Anglo-U. S. film remittance agreement here was again postponed. In announcing the new delay, the Board of Trade merely explained that a meeting tomorrow had been found mutually inconvenient by both sides.

Observers feel that one important reason for the continuing delay—only one meeting at which the Americans presented their proposals a week ago has been held—is the preoccupation of Chancellor of the Exchequer Hugh Gaitskell with graver matters, with the result that he has been unable hitherto to examine the recommendations of his officers with respect to the American proposals.

However, it is still believed likely that a meeting may be held tomorrow afternoon.

When the next meeting does occur,

(*Continued on page 3*)

Set 2-Year Labor Peace in Mexico

Mexico City, July 23.—A two-year labor peace has been established in a sizeable segment of the Mexican industry under an agreement which calls for a 20 per cent wage hike, longer paid annual vacations and guarantees against layoffs for employes of the major U. S. distributors and local exhibitors.

The pact averted a strike which was threatened against the exhibitors. Now the showmen are debating whether to

(*Continued on page 3*)

Exhibition Seeks Unity At Seminar

To Hammer Out Policy On Old Films for Video

Hollywood, July 23.—Council of Motion Picture Organizations delegates in a four-hour closed session at the Beverly Hills Hotel today hammered out unified policies on key topics to be discussed with production executives in a three-day seminar beginning tomorrow morning.

Following the policy meeting, two-man teams, appointed to present COMPO views, retired to co-ordinate their presentations.

During the morning session Si Fabian, representing the Theatre Owners of America; Trueman T. Rembusch, representing Allied; Rotus Harvey, of the Pacific Coast Conference of Independent Theatre Owners; John Wolfberg, of Allied; Fred Schwartz, of the Metropolitan Motion Picture Theatres Association of New York, and Joseph Schwartz were appointed to the television committee.

This committee also went into pri-

(*Continued on page 2*)

More Time to Loew's For Divorce Filing

Washington, July 23.—There'll be another extension of the deadline for Loew's to file its divorcement and divestiture plans with the New York Statutory Court, a Justice Department spokesman indicated today.

The present deadline is July 31. Chances of a consent decree being worked out or falling through finally before some time in the fall are very slim.

Strike Halts Print Deliveries in Ohio

Cleveland, July 23.—Several hundred Northern Ohio theatres are threatened with dark screens as a result of a strike of truck drivers Local No. 407 and affiliated dockworkers. Express shipments, meanwhile, are handicapped by alleged inadequate train service.

Greater Cleveland theatres will be unaffected by the strike since they are owners of a privately operated city

(*Continued on page 2*)

$165,000 for 'ShowBoat' Sets Non-Holiday Record for Hall

"Show Boat" is setting an all-time non-holiday opening week record gross at Radio City Music Hall as its first week is heading for an estimated $165,000. This figure tops by $10,000 the opening stanza of "The Great Caruso," which just set a total gross record in its 10-week stand there. "Summer Medley," staged by Russell Markert, is the new stage show.

Also having a good opening week is "Take Care of My Little Girl" at the Roxy, with an $85,000 gross estimated for the week. A new ice show is on stage. "Peking Express," with Duke Ellington's band heading the stage

(*Continued on page 3*)

Promote Feloney in 20th Atlantic Unit

Boston, July 23.—The promotion of John Feloney to the position of assistant Atlantic division manager for 20th-Fox was announced today by Edward X. Callahan, Sr., 20th-Fox Atlantic division manager.

He was promoted from the position of sales manager at the Boston branch office. At the same time, it was announced that Edward X. Callahan, Jr., has been promoted to sales manager at the Boston branch office, succeeding Feloney. Both appointments will become effective Aug. 1.

Personal Mention

B. G. KRANZE, executive assistant to the vice-president in charge of United Artists distribution, left here yesterday for a week-long tour of UA branches in Boston, New Haven and Pittsburgh.

•

Charles Thall, executive manager of the California Theatres Association, and Mrs. Thall will leave San Francisco during August for a vacation in Yellowstone and Glacier National Park.

•

Bernard Menschell, partner in the Community Amusement Corp., Hartford, Conn., and Mrs. Menschell are parents of a baby girl, their first child.

•

Dave Williams, formerly a salesman with Eagle Lion Classics at Atlanta, has joined the Manley Popcorn Co. at Washington.

•

F. J. A. McCarthy, Universal-International Southern and Canadian sales manager, left here last night for Memphis.

Seminar Meet

(*Continued from page* 1)

vate session later in the day to formulate exhibition policy on video. A wide divergence of views on this subject had developed during the morning meeting. Whether exhibitors would take a position against film companies releasing old pictures to television was among the questions the committee was expected to deal with.

The COMPO board was in session late tonight, with election of officers and possible expansion of directorate's membership on the agenda. It is unofficially reported that COMPO president Ned E. Depinet will continue to serve in that capacity.

Tomorrow morning's topic will be "Number and Quality of Pictures," with Sam Pinanski representing the Theatre Owners of America and Rembusch speaking for exhibitors, Jack Warner and Dore Schary for producers. Tomorrow afternoon Robert O'Donnell will head the exhibitor team talking on the "Need for New Screen Faces, and Other Casting Matters." Harvey and Fred Schwartz will present exhibitor opinion on "Picture Cycles." Colonel H. A. Cole of Allied and circuit executive Harry C. Arthur will take up "Message Pictures." Ben Marcus of Allied and Burton Jones will deal with "Small Budget Pictures."

O. Deliveries

(*Continued from page* 1)

film delivery service. Elsewhere, meanwhile, exhibitors are servicing their own houses by private transport and are seeking union permits to operate in this fashion for the duration of the strike.

O'Donnell

(*Continued from page* 1)

round table parley at the Beverly Hills Hotel tomorrow.

O'Donnell will make his headquarters in New York and, according to Depinet, will assume his duties as soon as possible after adjournment of the seminar on Thursday. O'Donnell is also COMPO treasurer.

The national director of the jubilee campaign, who is one of the major figures in the film business, will have charge of all activities connected with the drive whose blueprint was drawn up during the past several weeks by the advertising and publicity heads of the major distributors.

Hails Acceptance

Depinet hailed O'Donnell's acceptance of the directorship as "one of the finest things that has happened in our industry in years. His wide popularity among all branches of our business, his standing as a leader in film activities and his enormous ability to get things done are definite assurance of the campaign's success," Depinet said.

Negotiations leading to O'Donnell's taking of the post were completed over the week-end by Depinet, following a canvass of distribution heads and exhibitor organization leaders. All expressed enthusiasm over O'Donnell's selection, it was reported. Assurances reportedly were given that the theatre operators would give O'Donnell every possible cooperation.

Depinet's statement in connection with O'Donnell's appointment continued:

"The purpose of this campaign is not only to stimulate business and to revive the movie-going habit; it also has for one of its aims to support a series of exceptionally fine pictures that are either now entering release or will be released during the coming months. We want the public to be thoroughly acquainted with the merits of these great pictures, and I am sure that under O'Donnell's direction this campaign will put the spotlight on them in such a manner that the American people will realize once and for all that only in motion pictures can they find the best in entertainment.

Cites Qualifications

"I know of nobody in our business better qualified for this task than Bob O'Donnell, and I am sure that exhibitors, producers, artists and distributors will give him their utmost support. The job of putting the campaign plans into effect should now get under way without delay, and I have complete confidence that, under O'Donnell's leadership, the drive will bring immeasurable benefit to all branches of our business and give the public a new appreciation of motion pictures."

As a veteran exhibitor and one of the most active promoters of all industry welfare movements, O'Donnell is regarded as one of the most colorful and widely known figures in the film industry. For the last several years he has been associated with Karl Hoblitzelle in the management of the Interstate Circuit of Texas. Before that, he was an executive of the old Publix Circuit.

Times Baby's Birth To 'Born' Playdate

Genoa, O., July 23.—Herbert K. Hoglan, local exhibitor, has a showman's talent for timing.

The day after he booked "Born Yesterday," Mrs. Hoglan gave birth to a baby boy.

'Oliver Twist' Opens At Park Ave. Monday

J. Arthur Rank's "Oliver Twist" will have its New York premiere at the Park Avenue Theatre next Monday, it was announced yesterday by William J. Heineman, United Artists distribution vice-president.

When Pathe Industries sold Eagle Lion Classics to UA recently, the picture based on the Charles Dickens classics was one of the films involved in a general transfer of product. The transfer of "Oliver Twist," however, was distinguished by the fact that Pathe retained a financial interest in it. Opening of the picture was delayed by controversial charges that it contained an anti-Semitic characterization.

Robert Flaherty Dies in Vermont

Robert J. Flaherty, documentary film producer, died yesterday of thrombosis at his home in Brattleboro, Vt. He was 66 years old. He is survived by his wife, Frances, and a brother, David, who were with him when he died. Burial will be in the family plot at Brattleboro tomorrow.

Years ago he was an explorer and obtained material for the films "Nanook of the North" and "Moana." He did research in color photography and was associated briefly with MGM and Paramount studios. Among his best known documentaries were "Man of Aran," "The Land" and "Louisiana Story."

Shea Widow Passes

Toronto, July 23.—Myrtle C. Shea, widow of Jerry Shea, who owned theatres bearing his name in Toronto and Buffalo, died in her 57th year at St. Michael's Hospital, Toronto, after a short illness. A native of Toronto, she married the theatre man in 1921 and, following his death in 1943, continued with his theatre interests for some years. She is survived by a son and grandson, both of Toronto.

Rogers Wins Court Injunction in Suit

Hollywood, July 23.—Roy Rogers has obtained a temporary injunction in Federal District Court in Los Angeles restraining Republic Pictures from releasing his pictures for television.

No date has been set yet for hearing the suit, filed last month by the actor, to enjoin Republic and its subsidiary, Hollywood Television Service, Inc., from using the Rogers name and that of his horse, Trigger, in connection with television advertising.

Tells 'IA' Locals To Sift Demands

Hollywood, July 23.—IATSE president Richard Walsh today told negotiating committees of all IATSE studio locals to sift to fundamentals their demands to be made upon producers Wednesday.

He declared that this is the best way to "get as much as possible, as quickly as possible from management."

The demands to be served to producers Wednesday come up for negotiations Oct. 1, and Walsh said he will be here to attend negotiations and will remain until they are concluded.

Meanwhile, international representative Roy Brewer told the Motion Picture Daily that the wage increase to be asked for will equal the living-cost increase since 1947, "between 18 and 19 per cent," despite reports that this plus an additional raise was being considered. The establishment of an equitable pension fund also will be sought.

Kelcey Allen, 75, New York Critic

Kelcey Allen, 75, dean of New York drama critics, died at his home here yesterday. Allen, who was born in Brooklyn as Eugene Kuttner, entered newspaper work while in his 'teens and in 1915 joined the staff of *Women's Wear Daily*, where he was drama critic until his unexpected death yesterday. He also handled motion picture news for the paper and was well known in the industry.

Gulf States ATO to Confer August 7-8

New Orleans, July 23.—The Allied Theatre Owners of the Gulf States board will meet at the Edgewater Gulf Hotel, Bioloxi, Miss., Aug. 7-8. Social activitiy, including golfing and fishing, is being arranged by B. V. Sheffield in conjunction with the meeting.

Duke to Join Variety

The Duke of Edinburgh will become an honorary member of the London, Eng., Variety tent at a luncheon at the Savoy Hotel there Aug. 7. C. J. Latta, chief barker of the tent, will make the presentation. The tent has raised money for the National Playing Fields Association, of which the Duke is president. Variety International members from the U. S. plan to attend the ceremony.

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N. Y. Grosses

(*Continued from page 1*)

bill, is bringing the Paramount an okay $51,000 for its first week.

The Capitol, which is ending its stage show policy tonight, expects about $30,000 for the second and final week of "Strictly Dishonorable." Opening tomorrow is "Rich, Young and Pretty."

At Loew's State, Republic's Robinson-Turpin fight film is credited with giving "The Prince Who Was a Thief" enough of a boost to bring the third week gross to around $14,000, which is up a couple of thousand from the second week. "Francis Goes to the Races" opens there today. The fight film booking also ended there last night.

"Strangers on a Train"

"Strangers on a Train" is down to a moderate $18,000 gross for its third week at the Warner and will make way tomorrow for "On Moonlight Bay." Also closing at a slow pace is "Hard, Fast and Beautiful," which will bow out of the Astor tonight with about $6,000 for the fourth and final week.

"Texas Rangers" did well enough in its first week at the Holiday to hold for a second, which will reach about $8,000. "Comin' Round the Mountain," originally scheduled for last Friday, will come in this Friday instead.

"The Prowler," holding the fort while the Criterion awaits Walt Disney's "Alice in Wonderland" on Saturday, will take in a mild $6,000 in its fourth week. The Mayfair, which has been playing reissues, will bring in Lou Bunin's version of "Alice in Wonderland" on Thursday. Also playing the French-made film will be the Trans-Lux 72nd Street and the Midtown.

"New Mexico" is having a so-so second week at the Victoria, with the gross estimated at $8,000; "Ace in the Hole" will do about the same at the Globe for its fourth week.

Off-Broadway, "Kon-Tiki" has settled down at the Sutton for its 16th week with a gross of $6,500, which is good enough to keep it there quite awhile yet. "Circle of Danger" dipped sharply to $5,000 in its second week at the Trans Lux 52nd Street, but will hold for a third week.

"Tales of Hoffmann," in its 16th week of a two-a-day run at the Bijou, is pulling in a steady and high gross of $11,000.

'Cyrano' Earns Holdover

Thirteen theatres of the RKO metropolitan New York circuit are holding over "Cyrano de Bergerac," it was announced yesterday by George J. Schaefer, head of Stanley Kramer distribution. He said that seven of the RKO houses in this area are holding the film for an additional day.

Mexican Peace

(*Continued from page 1*)

raise their admission prices to meet the pay increases.

The U. S. companies involved are M-G-M, Warners, Paramount, Columbia, 20th Century-Fox, Selznick Releasing Organization, Universal-International, RKO Pictures and Republic. The exhibitors' settlement features such new-high daily pay as $3.46 for box-office attendants, $1.84 for porters, and $1.38 for pages. Admission prices, already regarded generally as too high, are 56 cents for first class first-runs, 34 cents for secondary first-runs, and 23 cents for the better subsequent runs.

Reviews

"Mr. Belvedere Rings the Bell"

(*20th Century-Fox*)

DESPITE the natural lessening of effect that comes with repetition, the latest in the "Belvedere" series still emerges as a highly enjoyable film. Once again Clifton Webb is cast as the redoubtable Lynn Belvedere, a man of many talents. The screenplay devised by Ranald MacDougall provides Webb with all the accustomed opportunities to fashion a nimble epigram or deflate an opponent with a well-aimed verbal dart. Others in the cast are Joanne Dru and Hugh Darlowe who provide the romantic atmosphere, and Zero Mostel. The picture should prove a popular one with patrons.

Webb plays an author and lecturer on "how to be young at 80." He decides one day that he would like to try to rejuvenate the inmates of an old folks home run by a local parish. It is no small feat for Webb to get accepted into the home but he accomplishes this by acquiring the birth certificate of a 77-year-old man and assuming his identity. Once in with the folks, Webb fascinates them with tales of adventure and his simple philosophy that "by believing you are young, you will be young." To put the folks in the proper frame of mind, Webb offers them innocuous little pills which he proclaims are youth-restoring potions received from far-off Tibet.

Now a normal man would have enough on his hands with the experiment with the old folks. But not so with Webb. He also decides to put a little speed into the slow-moving romance between Marlowe, the minister in charge of the home, and Miss Dru. He does this by comically creating a little competition with the minister. In good time Webb has the old folks young in spirit again. He also has the home grounds renovated with ill-gotten furnishings. A crisis develops when Belvedere's true identity is revealed as well as the unethical manner in which he acquired the furnishings. But as one would expect of Belvedere, he weathers the crisis triumphantly. He also discovers there's good reason to live to a ripe old age and everything ends happily.

Mostel offers an amusing vignette as Webb's nervous agent. The story was adapted from the play "The Silver Whistle" by Robert E. McEnroe. Henry Koster directed and Andre Kakim produced.

Running time, 87 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"Mark of the Renegade"

(*Universal*)

BEAUTIFULLY photographed in Technicolor, "Mark of the Renegade" is an action-packed story of swashbuckling swordsmen and their misadventures which makes excellent escapist fare.

Topping a good cast are Ricardo Montalban, Cyd Charisse, J. Carrol Naish and Gilbert Roland. It has been sumptuously produced by Jack Gross to permit Technicolor to make the most of its trappings, and has been directed for fine action effects by Hugo Fregonese. Louis Solomon and Robert Hardy Andrews did the screenplay from a story by Johnston McCulley. It remains for the action to overcome considerable story weaknesses and trite dialogue.

Montalban bears the mark of a Mexican renegade of quite a few decades ago who is being blackmailed in what was then Los Angeles by Roland, a Mexican expatriate who has a fantastic scheme to set himself up as a dictator and driving the Mexican government out of California.

Complications enter into the plot in the form of Miss Charisse, daughter of a wealthy and influential grandee, and leader of a pirate crew, for whom Montalban was to perform a commission. Roland's scheme naturally goes awry but not before there is some exciting sword play, hard riding, brawling, dueling with pistols, and the saving of a lady in distress.

Running time, 81 minutes. General audience classification. Release date, in August.

Jolley to Defense Unit

TORONTO, July 23.—A. H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, has been appointed to the advisory committee of the Toronto and York County Committee on Civil Defense. He will advise on the control of people in theatres and other places frequented by the public in case of emergency.

Technicolor Net

(*Continued from page 1*)

Technicolor, Inc., for the six months ended June 30, 1951, is estimated to be $1,149,300, equivalent to $1.24 per share, as compared to $989,766, equivalent to $1.07 per share, for the corresponding six months of 1950, according to Dr. Herbert T. Kalmus, president and general manager.

WB Donates Library

The Warner Brothers' home office library, consisting of more than 400 books, has been donated in its entirety to the Will Rogers Hospital at Saranac Lake, N. Y., for the use of patients and staff members, it was announced here yesterday. The hospital's board of directors plan to set apart a special room to house the library.

'Rome' Unit Returning

Members of the cast and production unit of M-G-M's "When in Rome" will start returning from there Wednesday, when Paul Douglas, first of the group, comes here by plane with his wife and will depart for the Coast the next day. Also on Thursday, Van Johnson and his wife will return here and will head for Hollywood on Friday.

Major Roup and Ray Tripp of the production unit also are due Wednesday with plans to head for the Coast the following day.

UK Talks

(*Continued from page 1*)

Rupert Somervell of the Board of Trade is expected to make formal reply to the Americans' suggestions for increased remittances and freer permitted uses of their blocked sterling. He is expected also to make a counter proposition which will form the basis for subsequent discussions.

The Americans still believe it possible to conclude the talks by the end of the week. Meanwhile, telephone exchanges between members of the American and British negotiating groups have occurred and Joyce O'Hara, head of the Motion Picture Association of America's negotiating group, has been in telephonic consultation with Eric Johnston, who participated in negotiation of the earlier remittance agreements.

Harmony Prevails

Sir Hartley Shawcross, head of the Board of Trade, who has been ill, has not yet formally met members of the American delegation. Somervell and Sir Wilfrid Eady have headed the British negotiating group.

The utmost amicability exists between the two sides despite the fact that the American delegation is becoming restive over the continued governmental delay.

It is understood that James Mulvey, representative of the Soiety of Independent Motion Picture Producers, and John McCarthy, MPAA member, are in accord that the new agreement should run for two years from Oct. 1.

Mulvey and O'Hara returned here today from a weekend visit to Ireland.

Colosseum Leaders

(*Continued from page 1*)

Warner, Los Angeles; A. Mendenhall, Des Moines; N. Provencher, Milwaukee; David Chapman, Milwaukee; Tom McKean, Oklahoma City; T. P. Tidwell, Dallas; Floyd R. Klingensmith, Pittsburgh; W. G. Bugie, Albany; Ross Williams, Cincinnati. Also, Harold Zeltner, Chicago; William Wink, Omaha; George H. Ware, St. Louis; Edgar E. Shinn, New Orleans; Reville Kniffin, San Francisco; Harry Blatt, Seattle; Paul Fine, Omaha; Grady James, Oklahoma City.

No Date Set for Resumption of Colosseum Talks, Goodman Says

No date has been set for resumption of negotiations between the bargaining committees of the Colosseum of Motion Picture Salesmen of America and the distributors, Bernard Goodman, chairman of the distributors' committee, reported here yesterday.

Three weeks ago, the Colosseum dropped the unfair labor practice charges filed with the NLRB against the distributors "to permit the carrying on of negotiations in a clear and unclouded atmosphere," David Beznor, Colosseum general counsel, indicated at the time.

'David' to Reopen

(*Continued from page 1*)

fense center in a drive for volunteers. A contingent of players, including Gregory Peck, Francis X. Bushman and Walter Talun will be present at the opening.

National Pre-Selling

ABOUT 250 key theatres in the U. S. and Canada will play Walt Disney's "Alice in Wonderland" in the month of August to coincide with six major national exploitation campaigns that are now underway. General Foods Corporation will hold a Swansdown Cake Mix "Unbirthday Cake Contest" in 40 cities, synchronized with openings of the picture and judged from the theatre's stage, with national advertising reaching 35,000,000 in women's magazines. The Lamp Division of General Electric is using the "Alice" motif throughout its forthcoming campaign, most extensive it has ever undertaken. Royal Desserts will feature "Alice" on all its packages, and Indian Head Cotton division of Textron will feature a nationwide campaign on clothes for children, "growing almost as fast as 'Alice' grows."

•

Harper's Bazaar *for July, now on the stands, features a two-page color spread on Columbia's forthcoming Technicolor cartoon, "Rooty Toot Toot," and describes the short as an animated ballet based on the song, "Frankie and Johnny." This magazine break is the latest in a series of national slick layouts, starting with* Life's *discovery of "Gerald McBoing-Boing." Since then, "Mr. Magoo" and "Family Circus" have received coverage in top-circulation magazines.*

•

One of the really unusual tieups in merchandising a motion picture was effected this week between Puss-in-Boots Cat Food and Paramount Pictures in behalf of the upcoming picture, "Rhubarb." As a result, the feline food fancier will ballyhoo this famous cat with more than $75,000 worth of day-and-date newspaper, magazine and point-of-sale advertising. Based on H. Allen Smith's story of the millionaire alley cat, the picture co-stars Ray Milland, Jan Sterling and "Rhubarb," the cat. All three figure in the Puss-in-Boots campaign, with "Rhubarb" writing the endorsement copy.

•

Metro will have the covers of eleven fan magazines in the August issue, due on the stands, and the top-heavy coverage of MGM stars and coming attractions will carry over into September. August *Redbook* picks "Show Boat" as the picture of the month, and the August *Family Circle* reviews "An American in Paris" and says "This looks and sounds like Hollywood's musical of the year. The best all-Gershwin music job, and a 'different' cast. It's Paris in the spring."

•

"When I Grow Up," United Artists' warm-hearted film story of a youngster in the tradition of "Tom Sawyer," has been rated with "Show Boat" and "Strangers on a Train" as one of the three best pictures of the month in the current August Woman's Home Companion. *Described as "a topnotch family picture" and directed by Michael Kanin from his own screen story about the reminiscences of a grandfather's boyhood back in the* 1890*'s and their effect on his grandson of today. Bobby Driscoll is starred.*

—WALTER BROOKS

Reviews

"Lost Continent"

(Lippert)

THERE has been matched up here the science-fiction gimcracks of Lippert's "Rocketship XM" and the prehistoric-animal abracadabra of "The Lost World," a box office bonanza of 1925, to make a double-barrelled exploitation picture for dollar-minded showman. With the names of Cesar Romero and Hillary Brooke present, the production has what it takes to satisfy billing promise.

The screenplay by Richard H. Landau tells a tale of adventure in line of duty. There are no heavies save the prehistoric animals, an earthquake, a mountain and some unpleasant weather. All the people are nice folks doing their appointed jobs and possibly this makes the menacing forces of nature seem more menacing than they might otherwise be.

The U. S. Army sends up a rocket that is supposed to turn around at about 23 miles in the air and return to base. It doesn't turn around, just keeps on going, and when the scientists figure out where it should land, after running out of fuel, the Army sends Romero, an Air Force Pilot, and five others to fly out there, retrieve an automatic recording device, and brings it back. The party finds it landed on a mountain, scales same, runs into a plateau where life, animal and vegetable, is as it was several million years ago, complete with monsters, retrieves said device, escapes death at the hands of an earthquake, and shoves off in a native boat, presumably headed for safety. The prehistoric animals are pretty well simulated, and the earthquake is a well staged affair. These are the things to sell.

Sigmund Neufeld produced and Samuel Newfield directed, with Robert L. Lippert as executive producer and Jack Leewood as associate producer.

Running time, 83 minutes. General audience classification. Release date, July 27.

"Roadblock"

(RKO Radio)

OFF to a slow start, this story of a detective who turns to crime to gain the wherewithal with which to win a beguiling lady, gathers momentum at the half-way mark and finishes with plenty of rapid fire action. Charles McGraw, as the detective turned crook, gives a top notch performance, and the Steve Fisher-George Bricker screenplay, from a story by Richard Landau and Geoffrey Homes, contains a good measure of conviction. Lewis J. Rachmil produced and Harold Daniels directed.

McGraw, a detective for an insurance company, falls in love with Joan Dixon, a luxury a detective's salary can't afford. McGraw joins a crime syndicate to remedy that.

Miss Dixon soon realizes that love, not money, spells happiness. McGraw, feeling she may have a change of heart after the honeymoon, decides to go through with his deal—a $1,250,000 train robbery. The robbery is a success, and McGraw, in his position as an insurance investigator, is assigned to the case. When the government agents learn that Lowell Gilmore is involved, McGraw kills him, making the death appear an accident, lest he talk. Louis Jean Heydt, a fellow insurance investigator, discovers McGraw's complicity in the robbery, however. McGraw tries to escape with Miss Dixon and the loot, but road blocks hem him inside Los Angeles. In a highly exciting climax involving a chase along the Los Angeles river bed, McGraw is killed by the police.

Running time, 73 minutes. General audience classification. Release date, not set.

"Pistol Harvest"

(RKO Radio)

A STORY that moves laggardly and lacks bright moments hinders this Tim Holt Western from measuring up in full to some of his earlier pictures. Richard Martin, playing Holt's pal, Chito, serves as a good foil as the two cowhands ride hard and shoot often to protect their ranch-owner boss from the outlaws and make possible the happy ending.

Tim and Chito get involved with two cattle rustlers when the latter are hired by a businessman who has paid a large sum to Tim's boss for cattle purchases. The rustlers are paid to return the money to the businessman but are unsuccessful. The latter then does the job himself and the ranch owner is murdered during their quarrel. His foster daughter, Joan Dixon, also Tim's sweetheart, turns to Tim to track down the murderer. In the interim, she discovers accidentally that one of the rustlers is her long lost brother who is now accused of the murder. However, it doesn't take Tim and Chito long to uncover the businessman's guilt and capture him and his cashier as they try to make their getaway.

Herman Schlom's production and Lesley Selander's direction are of the routine type for Westerns.

Running time, 60 minutes. General audience classification. Release date, not set.

Purdy in New Post

HARTFORD, July 23.—Paul S. Purdy has resigned as general manager of the Kounaris and Tolis theatres, Meriden and Newington, Conn., respectively, to become manager of the 1,000-seat Ridgeway Center Theatre, Stamford, Conn., now nearing completion. The Ridgeway Center will be ready for operation early next month.

3 Drive-Ins Building

NEW ORLEANS, July 23.—Drive-in theatres whose construction will be completed under a "go ahead" from the U. S. Government are G. H. Mercer's Sunset Drive-In, Shreveport; J. R. Culpepper's Citronelle, Citronelle, Ala., and O. W. Philpott's Pelican, Jennings, La., it was learned from Washington.

Hamm Again Chosen CTAAI President

SAN FRANCISCO, July 23.—L. S. Hamm of West Side Theatres has been reelected president of the California Theatres Association and Affiliated Industries, Inc., at a recent board of directors meeting.

Also reelected for the coming year were: Ben Levin of General Theatrical, first vice-president; Jerry Zigmond of United Paramount Theatres, second vice-president; and Graham Kislingbury of North Coast Theatres, secretary.

The new officer on the board is Boyd Sparrow, manager of Loew's Warfield here, who replaces Harry Franklin, retired, as treasurer. Reappointed were the public relations representative, Hulda McGinn, and the executive manager, Charles M. Thall.

Charles-Walcott Bout Film Set by Roberts

Joe Roberts reported here yesterday that he is editing a 27-minute production of the Ezzard Charles-Jersey Joe Walcott heavyweight championship bout which took place in Pittsburgh last week. Sportswriter Bill Corum is the narrator.

Roberts said he undertook the production of the picture since there has been a demand for it from theatres despite the telecasting of the fight for home set consumption.

Eyssell Guest of M. P. Pioneers

Gus Eyssell, recently appointed president of Rockefeller Center, was honored by the Motion Picture Pioneers at a dinner held last night at the 21 Club here.

Among those scheduled to attend were Barney Balaban, Harry Brandt, Jack Cohn, Sam Dembrow, Jr., Abel Green, William J. Heineman, John J. O'Connor, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros Skouras, Joseph Vogel, Albert Warner, Al Lichtman, Nate Blumberg, Fred Lynch, Russell Downing and Arthur Abeles.

Weaver in Charge of 'The River' Campaign

Dick Weaver, formerly in charge of the Theatre Guild's film department, has been named national campaign coordinator on Jean Renoir's Technicolor production, "The River," Max E. Youngstein, United Artists vice-president, announced yesterday.

The Kenneth McEldowney production will have its world premiere Sept. 10 at the Paris Theatre here, and will be road shown on a reserved seat, two-a-day basis.

Strengthen Rumor of Warner Houses' Sale

CLEVELAND, July 23.—Rumors that the five-story Warner Building here is for sale were strengthened by the presence of Max Blackman and Bernard Goodman of the Warner real estate department.

Buys Albany Theatre

ALBANY, July 23.—The Colonial Theatre here, closed since June 1, has been purchased by Dr. Henry Brown, a New York dentist, from the Central Avenue Amusement Corp.

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MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 16 NEW YORK, U. S. A., TUESDAY, JULY 24, 1951 TEN CENTS

O'Donnell Will Direct Compo Jubilee Drive

Announcement by Depinet Precedes Coast Seminar

HOLLYWOOD, July 23.—Robert J. O'Donnell, head of the Interstate Circuit of Texas, has been appointed national director of the industry box-office jubilee campaign which has been scheduled for the fall under auspices of the Council of Motion Picture Organizations.

R. J. O'Donnell

Ned E. Depinet, COMPO president, announced O'Donnell's appointment today at a conference which the exhibitor delegates to the COMPO seminar held preliminary to the opening of the

(*Continued on page 2*)

Technicolor Net Shows Sharp Rise

The consolidated net profit after taxes on income and other charges of Technicolor, Inc., for the quarter ended June 30, 1951, is estimated to be $608,365, equivalent to 66 cents per share, as compared to $356,781, equivalent to 38 cents per share, for the corresponding quarter of 1950, the company reported yesterday.

The consolidated net profit after taxes on income and other charges of

(*Continued on page 3*)

'David' to Reopen Rivoli on Aug. 16

Darryl F. Zanuck's "David and Bathsheba" will have its world premiere at the Rivoli Theatre here Aug. 16, it was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox, and George Skouras, president of United Artists Theatres.

The premiere of the Technicolor production will also mark the reopening of the refurbished Rivoli which currently is being used as a civil de-

(*Continued on page 3*)

Trust Bill Changes Seen Due for Delay

Washington, July 23. — House Judiciary committee members and officials say they don't look for action on the statute of limitations anti-trust bill before early fall, if then.

This is the measure that would set up a uniform six-year statute of limitations on private treble-damage anti-trust suits. It has been opposed by the Motion Picture Association. Members are at a loss to explain the inaction on the measure, on which hearings ended some time ago.

Colosseum Leaders Confer in Chicago

CHICAGO, July 23.—The executive board and the bargaining committee of the Colosseum of Motion Picture Salesmen of America held a joint meeting at the Congress Hotel here over the weekend to plan for the union's annual convention and to discuss the status of negotiations for new contracts with distributors.

The convention is expected to be held early in December. On the subject of the union's efforts to secure new contracts, David Beznor, Colosseum attorney, would say only that the bargaining committee is intent on achieving "a fair and equitable employment contract with the distributors."

In addition to Beznor, the following attended the weekend parley: William

(*Continued on page 3*)

UK Pact Agreement This Week Is Seen Despite New Delay

LONDON, July 23.—The scheduled resumption tomorrow of the negotiations of a new Anglo-U. S. film remittance agreement here was again postponed. In announcing the new delay, the Board of Trade merely explained that a meeting tomorrow had been found mutually inconvenient by both sides.

Observers feel that one important reason for the continuing delay—only one meeting at which the Americans presented their proposals a week ago has been held—is the preoccupation of Chancellor of the Exchequer Hugh Gaitskell with graver matters, with the result that he has been unable hitherto to examine the recommendations of his officers with respect to the American proposals.

However, it is still believed likely that a meeting may be held tomorrow afternoon.

When the next meeting does occur,

(*Continued on page 3*)

Set 2-Year Labor Peace in Mexico

MEXICO CITY, July 23.—A two-year labor peace has been established in a sizeable segment of the Mexican industry under an agreement which calls for a 20 per cent wage hike, longer paid annual vacations and guarantees against layoffs for employes of the major U. S. distributors and local exhibitors.

The pact averted a strike which was threatened against the exhibitors. Now the showmen are debating whether to

(*Continued on page 3*)

$165,000 for 'ShowBoat' Sets Non-Holiday Record for Hall

"Show Boat" is setting an all-time non-holiday opening week record gross at Radio City Music Hall as its first week is heading for an estimated $165,000. This figure tops by $10,000 the opening stanza of "The Great Caruso," which just set a total gross record in its 10-week stand there. "Summer Medley," staged by Russell Markert, is the new stage show.

Also having a good opening week is "Take Care of My Little Girl" at the Roxy, with an $85,000 gross estimated for the week. A new ice show is on stage. "Peking Express," with Duke Ellington's band heading the stage

(*Continued on page 3*)

Promote Feloney in 20th Atlantic Unit

BOSTON, July 23.—The promotion of John Feloney to the position of assistant Atlantic division manager for 20th-Fox was announced today by Edward X. Callahan, Sr., 20th-Fox Atlantic division manager.

He was promoted from the position of sales manager at the Boston branch office. At the same time, it was announced that Edward X. Callahan, Jr., has been promoted to sales manager at the Boston branch office, succeeding Feloney. Both appointments will become effective Aug. 1.

Exhibition Seeks Unity At Seminar

To Hammer Out Policy On Old Films for Video

HOLLYWOOD, July 23.—Council of Motion Picture Organizations delegates in a four-hour closed session at the Beverly Hills Hotel today hammered out unified policies on key topics to be discussed with production executives in a three-day seminar beginning tomorrow morning.

Following the policy meeting, two-man teams, appointed to present COMPO views, retired to co-ordinate their presentations.

During the morning session Si Fabian, representing the Theatre Owners of America; Trueman T. Rembusch, representing Allied; Rotus Harvey, of the Pacific Coast Conference of Independent Theatre Owners; John Wolfberg, of Allied; Fred Schwartz, of the Metropolitan Motion Picture Theatres Association of New York, and Joseph Schwartz were appointed to the television committee.

This committee also went into pri-

(*Continued on page 2*)

NEWS FLASHES

Cleveland, July 23.—Several hundred Northern Ohio theatres are threatened with dark screens as a result of a strike of truck drivers Local No. 407 and affiliated dockworkers. Greater Cleveland theatres will be unaffected by the strike.

•

Washington, July 23.—The Department of Justice indicated today that it is prepared to grant Loew's additional time beyond next Tuesday's deadline for the filing of its divorcement and divestiture plans. Chances of a consent decree being agreed upon before some time next fall are slim, it was stated.

Personal Mention

B. G. KRANZE, executive assistant to the vice-president in charge of United Artists distribution, left here yesterday for a week-long tour of UA branches in Boston, New Haven and Pittsburgh.

•

Charles Thall, executive manager of the California Theatres Association, and Mrs. Thall will leave San Francisco during August for a vacation in Yellowstone and Glacier National Park.

•

Bernard Menschell, partner in the Community Amusement Corp., Hartford, Conn., and Mrs. Menschell are parents of a baby girl, their first child.

•

Dave Williams, formerly a salesman with Eagle Lion Classics at Atlanta, has joined the Manley Popcorn Co. at Washington.

•

F. J. A. McCarthy, Universal-International Southern and Canadian sales manager, left here last night for Memphis.

•

Jim Cronin, of the Republic office at Atlanta, has been appointed business agent of IATSE Local No. F-49.

•

Arthur C. Bromberg, president of Monogram Southern Exchanges, has returned to Atlanta from the Coast.

•

Arthur M. (Doc) Holah, M-G-M representative in Columbus, O., is recovering from a back ailment.

•

Al Duren, manager of Paramount's Charlotte exchange, has returned to that city from Jacksonville.

•

Frank Pierce has acquired the Louisville Theatre, Louisville, Ala., from M. C. Hortman.

•

Cary Grant is due to arrive here from the Coast Thursday for a vacation.

•

Gregory Peck and Spencer Tracy will arrive here today from the Coast.

•

Rutgers Neilson of RKO is vacationing in Atlantic City.

Seminar Meet

(*Continued from page 1*)

vate session later in the day to formulate exhibition policy on video. A wide divergence of views on this subject had developed during the morning meeting. Whether exhibitors would take a position against film companies releasing old pictures to television was among the questions the committee was expected to deal with.

The COMPO board was in session late tonight, with election of officers and possible expansion of directorate's membership on the agenda. It is unofficially reported that COMPO president Ned E. Depinet will continue to serve in that capacity.

O'Donnell

(*Continued from page 1*)

round table parley at the Beverly Hills Hotel tomorrow.

O'Donnell will make his headquarters in New York and, according to Depinet, will assume his duties as soon as possible after adjournment of the seminar on Thursday. O'Donnell is also COMPO treasurer.

The national director of the jubilee campaign, who is one of the major figures in the film business, will have charge of all activities connected with the drive whose blueprint was drawn up during the past several weeks by the advertising and publicity heads of the major distributors.

Hails Acceptance

Depinet hailed O'Donnell's acceptance of the directorship as "one of the finest things that has happened in our industry in years. His wide popularity among all branches of our business, his standing as a leader in film activities and his enormous ability to get things done are definite assurance of the campaign's success," Depinet said.

Negotiations leading to O'Donnell's taking of the post were completed over the week-end by Depinet, following a canvass of distribution heads and exhibitor organization leaders. All expressed enthusiasm over O'Donnell's selection, it was reported. Assurances reportedly were given that the theatre operators would give O'Donnell every possible cooperation.

Depinet's statement in connection with O'Donnell's appointment continued:

"The purpose of this campaign is not only to stimulate business and to revive the movie-going habit; it also has for one of its aims to support a series of exceptionally fine pictures that are either now entering release or will be released during the coming months. We want the public to be thoroughly acquainted with the merits of these great pictures, and I am sure that under O'Donnell's direction this campaign will put the spotlight on them in such a manner that the American people will realize once and for all that only in motion pictures can they find the best in entertainment.

Cites Qualifications

"I know of nobody in our business better qualified for this task than Bob O'Donnell, and I am sure that exhibitors, producers, artists and distributors will give him their utmost support. The job of putting the campaign plans into effect should now get under way without delay, and I have complete confidence that, under O'Donnell's leadership, the drive will bring immeasurable benefit to all branches of our business and give the public a new appreciation of motion pictures."

As a veteran exhibitor and one of the most active promoters of all industry welfare movements, O'Donnell is regarded as one of the most colorful and widely known figures in the film industry. For the last several years he has been associated with Karl Hoblitzelle in the management of the Interstate Circuit of Texas. Before that, he was an executive of the old Publix Circuit, a position he took after years in theatre management. He is married and makes his home in Dallas.

The jubilee campaign is expected to be one of the most important efforts attempted by the film industry in recent years. Decided upon last fall as one of COMPO's major projects, the campaign will embrace national advertising, several special events of country-wide significance and, on the local level, an intensive drive by the country's 20,000 theatres to stimulate business at the box office. The purpose of the campaign has been announced as the improvement of business and the revival of the movie-going habit among the public.

Times Baby's Birth To 'Born' Playdate

Genoa, O., July 23.—Herbert K. Hoglan, local exhibitor, has a showman's talent for timing.

The day after he booked "Born Yesterday," Mrs. Hoglan gave birth to a baby boy.

'Oliver Twist' Opens At Park Ave. Monday

J. Arthur Rank's "Oliver Twist" will have its New York premiere at the Park Avenue Theatre next Monday, it was announced yesterday by William J. Heineman, United Artists distribution vice-president.

When Pathe Industries sold Eagle Lion Classics to UA recently, the picture based on the Charles Dickens classics was one of the films involved in a general transfer of product. The transfer of "Oliver Twist," however, was distinguished by the fact that Pathe retained a financial interest in it. Opening of the picture was delayed by controversial charges that it contained an anti-Semitic characterization.

Robert Flaherty Dies in Vermont

Robert J. Flaherty, documentary film producer, died yesterday of thrombosis at his home in Brattleboro, Vt. He was 66 years old. He is survived by his wife, Frances, and a brother, David, who were with him when he died. Burial will be in the family plot at Brattleboro tomorrow.

Years ago he was an explorer and obtained material for the films "Nanook of the North" and "Moana." He did research in color photography and was associated briefly with MGM and Paramount studios. Among his best known documentaries were "Man of Aran," "The Land" and "Louisiana Story."

Shea Widow Passes

Toronto, July 23.—Myrtle C. Shea, widow of Jerry Shea, who owned theatres bearing his name in Toronto and Buffalo, died in her 57th year at St. Michael's Hospital, Toronto, after a short illness. A native of Toronto, she married the theatre man in 1921 and, following his death in 1943, continued with his theatre interests for some years. She is survived by a son and grandson, both of Toronto.

House Precedent Set for Wage Plea

Washington, July 23.—Lawyers ready to argue that Congress meant to exempt from control wages in industries which are free from price control may get new support from recent House actions in voting on the economic controls bill. The lawmakers voted to add two new provisions to the price exemption section, one affecting barber shops and beauty parlors and one affecting professional persons. And in both cases, the backers of the amendment were careful this time to specify that wages and salaries were to be exempt as well as prices and fees.

Meanwhile, Economic Stabilizer Eric Johnston approved a new wage regulation declaring that the cost of increasing certain fringe benefits, such as paid vacations and premium pay for certain days need not count against the 10 per cent increase allowed by the board over Jan. 15, 1950, levels.

Kelcey Allen, 75, New York Critic

Kelcey Allen, 75, dean of New York drama critics, died at his home here yesterday. Allen, who was born in Brooklyn as Eugene Kuttner, entered newspaper work while in his 'teens and in 1915 joined the staff of *Women's Wear Daily,* where he was drama critic until his unexpected death yesterday. He also handled motion picture news for the paper and was well known in the industry.

Gulf States ATO to Confer August 7-8

New Orleans, July 23.—The Allied Theatre Owners of the Gulf States board will meet at the Edgewater Gulf Hotel, Bioloxi, Miss., Aug. 7-8. Social activitiy, including golfing and fishing, is being arranged by B. V. Sheffield in conjunction with the meeting.

Duke to Join Variety

The Duke of Edinburgh will become an honorary member of the London, Eng., Variety tent at a luncheon at the Savoy Hotel there Aug. 7. C. J. Latta, chief barker of the tent, will make the presentation. The tent has raised money for the National Playing Fields Association, of which the Duke is president. Variety International members from the U. S. plan to attend the ceremony.

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N. Y. Grosses

(*Continued from page* 1)

bill, is bringing the Paramount an okay $51,000 for its first week.

The Capitol, which is ending its stage show policy tonight, expects about $30,000 for the second and final week of "Strictly Dishonorable." Opening tomorrow is "Rich, Young and Pretty."

At Loew's State, Republic's Robinson-Turpin fight film is credited with giving "The Prince Who Was a Thief" enough of a boost to bring the third week gross to around $14,000, which is up a couple of thousand from the second week. "Francis Goes to the Races" opens there today. The fight film booking also ended there last night.

"Strangers on a Train"

"Strangers on a Train" is down to a moderate $18,000 gross for its third week at the Warner and will make way tomorrow for "On Moonlight Bay." Also closing at a slow pace is "Hard, Fast and Beautiful," which will bow out of the Astor tonight with about $6,000 for the fourth and final week.

"Texas Rangers" did well enough in its first week at the Holiday to hold for a second, which will reach about $8,000. "Comin' Round the Mountain," originally scheduled for last Friday, will come in this Friday instead.

"The Prowler," holding the fort while the Criterion awaits Walt Disney's "Alice in Wonderland" on Saturday, will take in a mild $6,000 in its fourth week. The Mayfair, which has been playing reissues, will bring in Lou Bunin's version of "Alice in Wonderland" on Thursday. Also playing the French-made film will be the Trans-Lux 72nd Street and the Midtown.

"New Mexico" is having a so-so second week at the Victoria, with the gross estimated at $8,000; "Ace in the Hole" will do about the same at the Globe for its fourth week.

Off-Broadway, "Kon-Tiki" has settled down at the Sutton for its 16th week with a gross of $6,500, which is good enough to keep it there quite awhile yet. "Circle of Danger" dipped sharply to $5,000 in its second week at the Trans Lux 52nd Street, but will hold for a third week.

"Tales of Hoffmann," in its 16th week of a two-a-day run at the Bijou, is pulling in a steady and high gross of $11,000.

'Cyrano' Earns Holdover

Thirteen theatres of the RKO metropolitan New York circuit are holding over "Cyrano de Bergerac," it was announced yesterday by George J. Schaefer, head of Stanley Kramer distribution. He said that seven of the RKO houses in this area are holding the film for an additional day.

Mexican Peace

(*Continued from page* 1)

raise their admission prices to meet the pay increases.

The U. S. companies involved are M-G-M, Warners, Paramount, Columbia, 20th Century-Fox, Selznick Releasing Organization, Universal-International, RKO Pictures and Republic. The exhibitors' settlement features such new-high daily pay as $3.46 for box-office attendants, $1.84 for porters, and $1.38 for pages. Admission prices, already regarded generally as too high, are 56 cents for first class first-runs, 34 cents for secondary first-runs, and 23 cents for the better subsequent runs.

Reviews

"Mr. Belvedere Rings the Bell"

(*20th Century-Fox*)

DESPITE the natural lessening of effect that comes with repetition, the latest in the "Belvedere" series still emerges as a highly enjoyable film. Once again Clifton Webb is cast as the redoubtable Lynn Belvedere, a man of many talents. The screenplay devised by Ranald MacDougall provides Webb with all the accustomed opportunities to fashion a nimble epigram or deflate an opponent with a well-aimed verbal dart. Others in the cast are Joanne Dru and Hugh Darlowe who provide the romantic atmosphere, and Zero Mostel. The picture should prove a popular one with patrons.

Webb plays an author and lecturer on "how to be young at 80." He decides one day that he would like to try to rejuvenate the inmates of an old folks home run by a local parish. It is no small feat for Webb to get accepted into the home but he accomplishes this by acquiring the birth certificate of a 77-year-old man and assuming his identity. Once in with the folks, Webb fascinates them with tales of adventure and his simple philosophy that "by believing you are young, you will be young." To put the folks in the proper frame of mind, Webb offers them innocuous little pills which he proclaims are youth-restoring potions received from far-off Tibet.

Now a normal man would have enough on his hands with the experiment with the old folks. But not so with Webb. He also decides to put a little speed into the slow-moving romance between Marlowe, the minister in charge of the home, and Miss Dru. He does this by comically creating a little competition with the minister. In good time Webb has the old folks young in spirit again. He also has the home grounds renovated with ill-gotten furnishings. A crisis develops when Belvedere's true identity is revealed as well as the unethical manner in which he acquired the furnishings. But as one would expect of Belvedere, he weathers the crisis triumphantly. He also discovers there's good reason to live to a ripe old age and everything ends happily.

Mostel offers an amusing vignette as Webb's nervous agent. The story was adapted from the play "The Silver Whistle" by Robert E. McEnroe. Henry Koster directed and Andre Kakim produced.

Running time, 87 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"Mark of the Renegade"

(*Universal*)

BEAUTIFULLY photographed in Technicolor, "Mark of the Renegade" is an action-packed story of swashbuckling swordsmen and their misadventures which makes excellent escapist fare.

Topping a good cast are Ricardo Montalban, Cyd Charisse, J. Carrol Naish and Gilbert Roland. It has been sumptuously produced by Jack Gross to permit Technicolor to make the most of its trappings, and has been directed for fine action effects by Hugo Fregonese. Louis Solomon and Robert Hardy Andrews did the screenplay from a story by Johnston McCulley. It remains for the action to overcome considerable story weaknesses and trite dialogue.

Montalban bears the mark of a Mexican renegade of quite a few decades ago who is being blackmailed in what was then Los Angeles by Roland, a Mexican expatriate who has a fantastic scheme to set himself up as a dictator and driving the Mexican government out of California.

Complications enter into the plot in the form of Miss Charisse, daughter of a wealthy and influential grandee, and leader of a pirate crew, for whom Montalban was to perform a commission. Roland's scheme naturally goes awry but not before there is some exciting sword play, hard riding, brawling, dueling with pistols, and the saving of a lady in distress.

Running time, 81 minutes. General audience classification. Release date, in August.

Jolley to Defense Unit

TORONTO, July 23.—A. H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, has been appointed to the advisory committee of the Toronto and York County Committee on Civil Defense. He will advise on the control of people in theatres and other places frequented by the public in case of emergency.

Technicolor Net

(*Continued from page* 1)

Technicolor, Inc., for the six months ended June 30, 1951, is estimated to be $1,149,300, equivalent to $1.24 per share, as compared to $989,766, equivalent to $1.07 per share, for the corresponding six months of 1950, according to Dr. Herbert T. Kalmus, president and general manager.

WB Donates Library

The Warner Brothers' home office library, consisting of more than 400 books, has been donated in its entirety to the Will Rogers Hospital at Saranac Lake, N. Y., for the use of patients and staff members, it was announced here yesterday. The hospital's board of directors plan to set apart a special room to house the library.

'Rome' Unit Returning

Members of the cast and production unit of M-G-M's "When in Rome" will start returning from there Wednesday, when Paul Douglas, first of the group, comes here by plane with his wife and will depart for the Coast the next day. Also on Thursday, Van Johnson and his wife will return here and will head for Hollywood on Friday.

Major Roup and Ray Tripp of the production unit also are due Wednesday with plans to head for the Coast the following day.

UK Talks

(*Continued from page* 1)

Rupert Somervell of the Board of Trade is expected to make formal reply to the Americans' suggestions for increased remittances and freer permitted uses of their blocked sterling. He is expected also to make a counter proposition which will form the basis for subsequent discussions.

The Americans still believe it possible to conclude the talks by the end of the week. Meanwhile, telephone exchanges between members of the American and British negotiating groups have occurred and Joyce O'Hara, head of the Motion Picture Association of America's negotiating group, has been in telephonic consultation with Eric Johnston, who participated in negotiation of the earlier remittance agreements.

Harmony Prevails

Sir Hartley Shawcross, head of the Board of Trade, who has been ill, has not yet formally met members of the American delegation. Somervell and Sir Wilfrid Eady have headed the British negotiating group.

The utmost amicability exists between the two sides despite the fact that the American delegation is becoming restive over the continued governmental delay.

It is understood that James Mulvey, representative of the Soiety of Independent Motion Picture Producers, and John McCarthy, MPAA member, are in accord that the new agreement should run for two years from Oct. 1.

Mulvey and O'Hara returned here today from a weekend visit to Ireland.

Colosseum Leaders

(*Continued from page* 1)

Warner, Los Angeles; A. Mendenhall, Des Moines; N. Provencher, Milwaukee; David Chapman, Milwaukee; Tom McKean, Oklahoma City; T. P. Tidwell, Dallas; Floyd R. Klingensmith, Pittsburgh; W. G. Bugie, Albany; Ross Williams, Cincinnati. Also, Harold Zeltner, Chicago; William Wink, Omaha; George H. Ware, St. Louis; Edgar E. Shinn, New Orleans; Reville Kniffin, San Francisco; Harry Blatt, Seattle; Paul Fine, Omaha; Grady James, Oklahoma City.

No Date Set for Resumption of Colosseum Talks, Goodman Says

No date has been set for resumption of negotiations between the bargaining committees of the Colosseum of Motion Picture Salesmen of America and the distributors, Bernard Goodman, chairman of the distributors' committee, reported here yesterday.

Three weeks ago, the Colosseum dropped the unfair labor practice charges filed with the NLRB against the distributors "to permit the carrying on of negotiations in a clear and unclouded atmosphere," David Beznor, Colosseum general counsel, indicated at the time.

'David' to Reopen

(*Continued from page* 1)

fense center in a drive for volunteers. A contingent of players, including Gregory Peck, Francis X. Bushman and Walter Talun will be present at the opening.

National Pre-Selling

ABOUT 250 key theatres in the U. S. and Canada will play Walt Disney's "Alice in Wonderland" in the month of August to coincide with six major national exploitation campaigns that are now underway. General Foods Corporation will hold a Swansdown Cake Mix "Unbirthday Cake Contest" in 40 cities, synchronized with openings of the picture and judged from the theatre's stage, with national advertising reaching 35,000,000 in women's magazines. The Lamp Division of General Electric is using the "Alice" motif throughout its forthcoming campaign, most extensive it has ever undertaken. Royal Desserts will feature "Alice" on all its packages, and Indian Head Cotton division of Textron will feature a nationwide campaign on clothes for children, "growing almost as fast as 'Alice' grows."

•

Harper's Bazaar *for July, now on the stands, features a two-page color spread on Columbia's forthcoming Technicolor cartoon, "Rooty Toot Toot," and describes the short as an animated ballet based on the song, "Frankie and Johnny." This magazine break is the latest in a series of national slick layouts, starting with* Life's *discovery of "Gerald McBoing-Boing." Since then, "Mr. Magoo" and "Family Circus" have received coverage in top-circulation magazines.*

•

One of the really unusual tieups in merchandising a motion picture was effected this week between Puss-in-Boots Cat Food and Paramount Pictures in behalf of the upcoming picture, "Rhubarb." As a result, the feline food fancier will ballyhoo this famous cat with more than $75,000 worth of day-and-date newspaper, magazine and point-of-sale advertising. Based on H. Allen Smith's story of the millionaire alley cat, the picture co-stars Ray Milland, Jan Sterling and "Rhubarb," the cat. All three figure in the Puss-in-Boots campaign, with "Rhubarb" writing the endorsement copy.

•

Metro will have the covers of eleven fan magazines in the August issue, due on the stands, and the top-heavy coverage of MGM stars and coming attractions will carry over into September. August *Redbook* picks "Show Boat" as the picture of the month, and the August *Family Circle* reviews "An American in Paris" and says "This looks and sounds like Hollywood's musical of the year. The best all-Gershwin music job, and a 'different' cast. It's Paris in the spring."

•

"When I Grow Up," United Artists' warm-hearted film story of a youngster in the tradition of "Tom Sawyer," has been rated with "Show Boat" and "Strangers on a Train" as one of the three best pictures of the month in the current August Woman's Home Companion. *Described as "a topnotch family picture" and directed by Michael Kanin from his own screen story about the reminiscences of a grandfather's boyhood back in the* 1890's *and their effect on his grandson of today. Bobby Driscoll is starred.*

—WALTER BROOKS

Reviews

"Lost Continent"

(Lippert)

THERE has been matched up here the science-fiction gimcracks of Lippert's "Rocketship XM" and the prehistoric-animal abracadabra of "The Lost World," a box office bonanza of 1925, to make a double-barrelled exploitation picture for dollar-minded showman. With the names of Cesar Romero and Hillary Brooke present, the production has what it takes to satisfy billing promise.

The screenplay by Richard H. Landau tells a tale of adventure in line of duty. There are no heavies save the prehistoric animals, an earthquake, a mountain and some unpleasant weather. All the people are nice folks doing their appointed jobs and possibly this makes the menacing forces of nature seem more menacing than they might otherwise be.

The U. S. Army sends up a rocket that is supposed to turn around at about 23 miles in the air and return to base. It doesn't turn around, just keeps on going, and when the scientists figure out where it should land, after running out of fuel, the Army sends Romero, an Air Force Pilot, and five others to fly out there, retrieve an automatic recording device, and brings it back. The party finds it landed on a mountain, scales same, runs into a plateau where life, animal and vegetable, is as it was several million years ago, complete with monsters, retrieves said device, escapes death at the hands of an earthquake, and shoves off in a native boat, presumably headed for safety. The prehistoric animals are pretty well simulated, and the earthquake is a well staged affair. These are the things to sell.

Sigmund Neufeld produced and Samuel Newfield directed, with Robert L. Lippert as executive producer and Jack Leewood as associate producer.

Running time, 83 minutes. General audience classification. Release date, July 27.

"Roadblock"

(RKO Radio)

OFF to a slow start, this story of a detective who turns to crime to gain the wherewithal with which to win a beguiling lady, gathers momentum at the half-way mark and finishes with plenty of rapid fire action. Charles McGraw, as the detective turned crook, gives a top notch performance, and the Steve Fisher-George Bricker screenplay, from a story by Richard Landau and Geoffrey Homes, contains a good measure of conviction. Lewis J. Rachmil produced and Harold Daniels directed.

McGraw, a detective for an insurance company, falls in love with Joan Dixon, a luxury a detective's salary can't afford. McGraw joins a crime syndicate to remedy that.

Miss Dixon soon realizes that love, not money, spells happiness. McGraw, feeling she may have a change of heart after the honeymoon, decides to go through with his deal—a $1,250,000 train robbery. The robbery is a success, and McGraw, in his position as an insurance investigator, is assigned to the case. When the government agents learn that Lowell Gilmore is involved, McGraw kills him, making the death appear an accident, lest he talk. Louis Jean Heydt, a fellow insurance investigator, discovers McGraw's complicity in the robbery, however. McGraw tries to escape with Miss Dixon and the loot, but road blocks hem him inside Los Angeles. In a highly exciting climax involving a chase along the Los Angeles river bed, McGraw is killed by the police.

Running time, 73 minutes. General audience classification. Release date, not set.

"Pistol Harvest"

(RKO Radio)

A STORY that moves laggardly and lacks bright moments hinders this Tim Holt Western from measuring up in full to some of his earlier pictures. Richard Martin, playing Holt's pal, Chito, serves as a good foil as the two cowhands ride hard and shoot often to protect their ranch-owner boss from the outlaws and make possible the happy ending.

Tim and Chito get involved with two cattle rustlers when the latter are hired by a businessman who has paid a large sum to Tim's boss for cattle purchases. The rustlers are paid to return the money to the businessman but are unsuccessful. The latter then does the job himself and the ranch owner is murdered during their quarrel. His foster daughter, Joan Dixon, also Tim's sweetheart, turns to Tim to track down the murderer. In the interim, she discovers accidentally that one of the rustlers is her long lost brother who is now accused of the murder. However, it doesn't take Tim and Chito long to uncover the businessman's guilt and capture him and his cashier as they try to make their getaway.

Herman Schlom's production and Lesley Selander's direction are of the routine type for Westerns.

Running time, 60 minutes. General audience classification. Release date, not set.

Purdy in New Post

HARTFORD, July 23.—Paul S. Purdy has resigned as general manager of the Kounaris and Tolis theatres, Meriden and Newington, Conn., respectively, to become manager of the 1,000-seat Ridgeway Center Theatre, Stamford, Conn., now nearing completion. The Ridgeway Center will be ready for operation early next month.

3 Drive-Ins Building

NEW ORLEANS, July 23.—Drive-in theatres whose construction will be completed under a "go ahead" from the U. S. Government are G. H. Mercer's Sunset Drive-In, Shreveport; J. R. Culpepper's Citronelle, Citronelle, Ala., and O. W. Philpott's Pelican, Jennings, La., it was learned from Washington.

Hamm Again Chosen CTAAI President

SAN FRANCISCO, July 23.—L. S. Hamm of West Side Theatres has been reelected president of the California Theatres Association and Affiliated Industries, Inc., at a recent board of directors meeting.

Also reelected for the coming year were: Ben Levin of General Theatrical, first vice-president; Jerry Zigmond of United Paramount Theatres, second vice-president; and Graham Kislingbury of North Coast Theatres, secretary.

The new officer on the board is Boyd Sparrow, manager of Loew's Warfield here, who replaces Harry Franklin, retired, as treasurer. Reappointed were the public relations representative, Hulda McGinn, and the executive manager, Charles M. Thall.

Charles-Walcott Bout Film Set by Roberts

Joe Roberts reported here yesterday that he is editing a 27-minute production of the Ezzard Charles-Jersey Joe Walcott heavyweight championship bout which took place in Pittsburgh last week. Sportswriter Bill Corum is the narrator.

Roberts said he undertook the production of the picture since there has been a demand for it from theatres despite the telecasting of the fight for home set consumption.

Eyssell Guest of M. P. Pioneers

Gus Eyssell, recently appointed president of Rockefeller Center, was honored by the Motion Picture Pioneers at a dinner held last night at the 21 Club here.

Among those scheduled to attend were Barney Balaban, Harry Brandt, Jack Cohn, Sam Dembrow, Jr., Abel Green, William J. Heineman, John J. O'Connor, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros Skouras, Joseph Vogel, Albert Warner, Al Lichtman, Nate Blumberg, Fred Lynch, Russell Downing and Arthur Abeles.

Weaver in Charge of 'The River' Campaign

Dick Weaver, formerly in charge of the Theatre Guild's film department, has been named national campaign coordinator on Jean Renoir's Technicolor production, "The River," Max E. Youngstein, United Artists vice-president, announced yesterday.

The Kenneth McEldowney production will have its world premiere Sept. 10 at the Paris Theatre here, and will be road shown on a reserved seat, two-a-day basis.

Strengthen Rumor of Warner Houses' Sale

CLEVELAND, July 23.—Rumors that the five-story Warner Building here is for sale were strengthened by the presence of Max Blackman and Bernard Goodman of the Warner real estate department.

Buys Albany Theatre

ALBANY, July 23.—The Colonial Theatre here, closed since June 1, has been purchased by Dr. Henry Brown, a New York dentist, from the Central Avenue Amusement Corp.

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Compo Okays Expansion In New Board

Opposes Tax Exemption; Seeks 'Essential' Rating

Hollywood, July 24.—The Council of Motion Picture Organizations board of directors today approved changes in COMPO's by-laws providing for an expansion of the board to accommodate representatives of associations joining the organization.

With Ned E. Depinet, COMPO president, presiding, the meeting okayed alterations under which the board may consist of not less than 20 nor more than 75 members, with the executive committee numbering not over 31, members of which will be chosen from the board.

The board announced that 25 associations have filed applications for membership.

It went on record opposing the new tax bill provision which excludes certain charitable community and cooper-

(*Continued on page* 4)

Robson, Wise to Make Two for UA

Directors Mark Robson and Robert Wise have signed a distribution agreement with United Artists whereby their company, Aspen Productions, will deliver two top quality pictures to UA during the next 12 months, Arthur B. Krim, UA president, announced here yesterday.

(*Continued on page* 4)

Studio Unions Want Cut of Sales to TV

Hollywood, July 24. — The AF of L studio unions will make their bid for a share of the proceeds from any sale by producers of films to television when wage increase negotiations under the basic studio agreement get under way here in October.

In addition to other demands the union negotiators will ask for the payment of some fixed percentage of such revenues toward establishment and maintenance of an equitable pension fund.

Flood Victims Guests Of Kansas Drive-in

Kansas City, July 24.—Flood victims, driven from their homes by high water, last night were invited to be guests of the Boulevard Drive-In, located a mile from the flooded parts of Kansas City, Kans. Hundreds came, identified by police permits allowing them to enter the flooded area. Many evacuees made a party of the occasion, loading their cars with as many as 10 persons.

Jap Quota Effective As of Last April 1

The sting of the new Japanese film import quota limiting American pictures to 150 during the current fiscal year has been sharpened with receipt of word from Tokyo that the quota order has been made retroactive to last April 1 by the Japanese Government.

Irving Maas, vice-president and general manager of the Motion Picture Export Association, said official MPEA protests against the unilateral form of the quota have been filed with the Japanese Government and the U. S. State Department. The number of MPEA pictures released in Japan since April is 55. The quota allows the American producers 150 out of a limitation of 215 put on all foreign-made films. The MPEA member companies may export 120 and the American independent producers may send only 30 this year, Maas said.

(*Continued on page* 4)

O.K.'S YEAR-ROUND SEMINAR PROJECT

Compo to Send Delegates to Coast Every 2 Months For 'Grass Roots' Talks

Hollywood, July 24.—In its first session this morning, the first exhibition-production seminar in the industry's half-century history produced a plan, heartily subscribed to by both industry branches, to establish continuing consultations between people who exhibit pictures and people who make them.

The approved plan provides for the Council of Motion Picture Organizations to send representative parties, numbering three to six to Hollywood every two months, for consultations with production executives on the same basis as the present four-day seminar conclave.

Constituent COMPO exhibitor organizations will appoint such representatives on a rotating basis, with delegates expected to bring Hollywood grass-roots information regarding

(*Continued on page* 2)

Greene, Broker, Asks Place on RKO Theatres Board

A request for stockholder representation on the RKO Theatres board of directors has been placed before the theatre company's management by David J. Greene, Wall Street broker who controls a large bloc of RKO stock, it was learned here yesterday.

Greene, who is reported to have the support of other financial district stockholders, is pressing for action on his request before the first stockholders' meeting in December of the new company formed under provisions

(*Continued on page* 4)

To Set 'Quo Vadis' Sales Policy Soon

M-G-M sales and advertising executives have been conferring here more or less constantly on distribution policy for "Quo Vadis," the company's $9,000,000 Technicolor production.

The picture definitely will be road shown but the "form" of roadshowing has yet to be determined. A decision is expected "in a matter of days."

Whether the Department of Justice would have to be consulted on the matter was regarded as a moot question.

Italians Ask Levey To Aid Production

The film export section of the Italian National Association of the Film Industry has invited Jules Levey, independent producer and importer, to consult with it on government plans to aid Italian production aimed at the American audience. Levey will leave from here on Aug. 3 for Italy, Europe and the Near East.

UK Pact Meet Now Set for Today

London, July 24.—The Board of Trade today informed members of the American delegation here to negotiate a new Anglo-American film remittance agreement that the thrice-postponed meeting will definitely be held tomorrow morning.

British government officials are expected to reply then to the American proposals for increased remittances and freer use of blocked sterling, and to advance proposals of their own.

PCCITO Condemns SIMPP For Subscription-TV Stand

Hollywood, July 24.—The Pacific Coast Conference of Independent Theatre Owners has roundly condemned the action of the Society of Independent Motion Picture Producers in plumping for subscription television.

Rotus Harvey, PCCITO president, today revealed that his organization at its recent convention in Del Mar, Calif., adopted a resolution calling SIMPP's action "detrimental to the best interests of the industry."

In other resolutions PCCITO went on record as opposing the release of any theatrical film product, regardless of age, to television, and as urging producers to prevent players under

(*Continued on page* 4)

Report CRI May Cease Operations

Reports were widely circulated yesterday that Confidential Reports, Inc., checking service of the major distributors for many years, will discontinue operations in the near future.

While declining to confirm or deny the reports yesterday, John J. O'Connor, Universal vice-president who has served as the companies' liaison with CRI since the latter's inception, indicated that a statement of clarification would be issued within a week. M-G-M and 20th Century-Fox already are using the Wilmark checking service and other companies are reported about to make the switch.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, and MEYER H. LAVENSTEIN, general counsel, have left here for Vicksburg, Miss.

•

HARRY FELLERMAN, sales head of Universal-International's special films division, is in Philadelphia today from New York.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, will be in Washington today and tomorrow from here.

•

ROBERT M. WEITMAN, United Paramount Theatres vice-president, will return here today from Chicago.

•

VINCENTE MINNELLI, M-G-M director, will leave here today for the Coast.

•

PAUL KAMEY, Universal Pictures publicist, will leave here tomorrow for Columbus, O.

•

DOUGLAS FAIRBANKS, JR., will arrive here from London tomorrow by plane.

Says O'Donnell Has 'Snap' for Jubilee

WASHINGTON, July 24.—Abram F. Myers, national Allied general counsel, today issued the following statement on the appointment of Robert J. O'Donnell, head of the Interstate Circuit of Texas, to direct the industry box-office jubilee next fall:

"As one who has advocated a nation-wide box-office campaign as the most important and useful service to be performed by the Council of Motion Picture Organizations, permit me to express gratification at the appointment of Bob O'Donnell to head the film jubilee. He will supply the necessary snap, crackle and pop to put it over. I feel that all Allied members can wholeheartedly support him, confident that he will be impartial as between the several exhibitor associations."

Extends Loop Run For 20th's 'David'

CHICAGO, July 24.—Federal Judge Michael Igoe granted the 20th Century-Fox petition here today for an extended Loop run of eight weeks on the picture "David and Bathsheba," with the proviso that it is not to open until after either "Captain Horatio Hornblower" or "Alice in Wonderland" has concluded its extended first Loop run.

Noting that the petitioner, 20th-Fox, has not asked for an extended Loop run since Sept. 16, 1949, the court found that "the picture 'David and Bathsheba' is a biblical story of merit which is of the type requiring special treatment within the spirit of the (Jackson Park) decree."

The Jackson Park did not oppose the petition.

Coast Seminar Speakers

Jack Warner

Sam Pinanski

Dore Schary

Year-Round Seminar Plan

(Continued from page 1)

market needs, box-office trends, and story and talent preferences. Production executives attending today's session expressed enthusiasm for the project.

Ned E. Depinet, COMPO president, opened the morning session devoted to the "Number and Quality of Pictures," with Jack L. Warner, vice-president and production chief of Warners, and Dore Schary, vice-president and production head of M-G-M, representing production, and Si H. Fabian, of the Theatre Owners of America's executive committee, and Trueman T. Rembusch, president of national Allied, speaking for exhibition. Sam Pinanski, TOA president, and B. B. Kahane, Columbia studio executive and vice-president of the Association of Motion Picture Producers, were co-chairman.

Depinet hailed the seminar as a tremendously valuable step toward unification of the industry in purpose and understanding.

Rembusch cited the results of various canvasses made by exhibitor bodies as indicating pleasurable participation.

Stating the case in which a certain picture was playing in forty Baltimore theatres simultaneously, exhibitor spokesmen declared a reduction in the number of pictures produced has discouraged the formation of a picture-going habit and asked for an increase in the number of films.

Schary replied with statistics indicating that major studios, already aware of this situation, have generally increased their schedules to meet the need.

A wide divergence of opinion developed when the discussion moved on the "quality" issue with exhibitors furnishing figures showing the prevalence of psychological and other unprofitable type pictures, and with producers contending that history has shown that no hard and fast rule can be laid down about the kinds of pictures to produce and what to avoid. A general agreement was reached that the public is far more selective than ever before, and that the screen should never be used as a pulpit, school or rostrum, but always primarily for entertainment.

Speakers at the morning session included, in addition to those named, Col. H. A. Cole, chairman of the board of directors of Texas Allied; Y. Frank Freeman, Paramount vice-president in charge of production; producers Jesse L. Lasky and Cecil B. DeMille; Harry Cohn, president and executive producer of Columbia Pictures Corp.; M. A. Lightman, Sr., president and general manager of Malco Theatres; Ronald Reagan, president of the Screen Actors Guild, and Steve Broidy, Monogram president, among others.

With sessions running overtime due to the intense interest displayed on both sides, COMPO leaders were discussing the practicability of extending the sessions through Friday.

The afternoon session was inconclusive with no decisions reached, Cole, co-chairman with Gunther Lessing, Society of Independent Motion Picture Producers board chairman, told reporters. However, Cole disclosed that COMPO hopes to have a similar seminar with distributors some time in the future.

National Theatres president Charles Skouras hosted the COMPO delegation at dinner tonight at the Ambassador Hotel.

Color TV for Cincinnati

Cincinnati gets its first look at color television this week when WKRC-TV, the CBS television network station in that city started broadcasting the complete CBS color television schedule. WKRC-TV is getting the color programs from CBS in New York by the usual coaxial cable network facilities, and will broadcast the complete, daily CBS color schedule through Saturday.

Shift 'Bay' Playdate

Warner Brothers' Technicolor musical "On Moonlight Bay," starring Doris Day and Gordon MacRae, will open here at the Warner Theatre tomorrow instead of today.

La. Theatre Shutters

NEW ORLEANS, July 24.—The State Theatre in Ruston, La., has closed for an indefinite period.

Newsreel Parade

W. AVERELL HARRIMAN on his mission abroad and the death of Admiral Sherman mark current newsreel highlights. Other items include sports, fashions and foreign reports. Complete contents follow:

MOVIETONE NEWS, No. 60—Late pictures of Admiral Sherman. Harriman in Iran. Abdullah's death stirs Arab world. Dewey visits Chiang Kai-shek. Mississippi flood. Minneapolis hit by winds. Florida beauties. Poultry show. New speed record. Joe Walcott welcome.

NEWS OF THE DAY, No. 294—Reds riot in Iran as Harriman seeks peace in oil crisis. Admiral Sherman's last mission. Dewey in Formosa. 'Copter brigade for the marines. California-Florida beauty contest. Ascot thriller.

PARAMOUNT NEWS, No. 97—Mississippi on rampage. Martin and Lewis stop traffic. Report on Spain. Harriman in Iran. Sports: "Cinderella Man" Jersey Joe Walcott. U. S. beats Japan in Davis Cup elimination. Britain's festival stakes.

TELENEWS DIGEST, No. 30—Death comes to Admiral Sherman, Abdullah Ibn Hussein and Marshall Petain. Kaesong's "new look." Harriman in Iran. East and West Germans meet in Berlin. Abbey Theatre destroyed by fire. Basketball comics.

UNIVERSAL NEWS, No. 476—Iranian oil crisis. New helicopter. Admiral Sherman dies. Wind storms in the West. "Bright Victory" premiere. News from the world of sports; scoreboard for boxing; new auto speed record set.

WARNER PATHE NEWS, No. 98—Admiral Sherman dies. Red riots protest Harriman mission. U. S. senators meet Franco. King Farouk and bride on honeymoon. Indo-China report. Atlantic crossing; new ship, new fashions. Joe Walcott homecoming. Swimming.

Phila. B.O. Drive Put Off to August

PHILADELPHIA, July 24.—Action on the projected box-office campaign by theatre owners in this area was put off until Aug. 15 following a disappointing turnout of exhibitors at the Broadwood Hotel here this afternoon at a meeting under the sponsorship of the Greater Philadelphia Council of Motion Picture Theatre Exhibitors.

Albert M. Cohen, chairman of the meeting, blamed the comparatively small attendance, about 50, on the lack of proper publicity of the affair. He added however, that the August meeting should roll up a virtual 100 per cent turnout of theatre men.

Ralph Branton to Mono.-A.A. Board

HOLLYWOOD, July 24.—Ralph Branton, former general manager of Tri-States Theatres, Omaha, has been nominated to fill the vacancy on the Monogram-Allied Artists board of directors caused by the death of Charles Trampe, Steve Broidy, president, announced today. The nomination, tantamount to election, will be confirmed by stockholders at the annual meeting Nov. 14.

Broidy also stated that consolidated earnings of Monogram-Allied Artists for the quarter ended June 30 will be the largest in the company's history, according to present unaudited estimates.

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Philly sets new all-time M-G-M record 1st week. Now in its 4th week.

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NEWS in Brief . . .

Hollywood, July 24.—The Screen Producers Guild executive board has established an annual award to "honor one individual per year on the basis of his historical contribution to the motion picture industry." The first selection will be made by the SPG membership July 30.

•

Hollywood, July 24.—Members of the board of directors of the Motion Picture Research Council today attended a private demonstration of Natural-Vision, a three-dimensional picture process.

Schenck to MGM Board

Hollywood, July 24.—Marvin Schenck was added to the M-G-M studio executive board at the body's first meeting today since the East-West conference in Chicago.

'Prowler' Continues Draw

"The Prowler" at the Criterion Theatre is showing sustained drawing power and is now expected to gross $10,000 for its fourth and final week, ending Friday night, instead of the $6,000 estimated for the week in Motion Picture Daily yesterday.

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Reviews

"Alice in Wonderland"

(Bunin—Souvaine)

THE IDEA of surrounding a living Alice with an assortment of puppets in a picturization of Lewis Carroll's "Alice in Wonderland" marks a refreshing departure from standard film form. Lou Bunin's French-made version of the classic introduces Carol Marsh as Alice, while scores of animated puppets perform as the creatures of the dream realms.

Except for a short introduction and ending which visualizes the circumstances in which Lewis Carroll related the tale to the entranced child there are no live actors save for pretty Miss Marsh. The production, which is in Ansco color will have its New York premiere tomorrow at three theatres, the Mayfair, Trans-Lux 72nd St., and Midtown Theatre. Souvaine Selective Pictures, Inc. is releasing it here.

A picture based on the Carroll fantasy is quite naturally one that would appeal to film patrons of all ages. The short introductory portion of the film, with the pronounced British dialogue of the actors, may, however, present some difficulties of comprehension to the children.

The adventures of Alice in her underground travels are well known. The episodes range from fair to excellent in terms of screen entertainment. One of the best sequences is woven around the explosive queen. The musical background, provided by the Royal Philharmonica Orchestra of London, helps considerably in creating the mood.

Stephen Murray and Pamela Brown play Carroll and Queen Victoria in the prologue. The puppets were designed by Bunin and Dallas Bower directed from the screenplay by Henry Myers, Albert Lewin, and Edward Eliscu. Running time, 83 minutes. General audience classification. Release date, Aug. 1.

Mandel Herbstman

"On the Loose"

(RKO Radio)

PARENTAL responsibility to teen-age children is the subject of this newest Collier Young social study for theatre audiences. Well acted by a cast headed by Melvyn Douglas and Lynn Bari, as the parents of teen-ager Joan Evans, who gets into difficulties as a result of too much freedom and not enough parental affection, the picture sustains interest, boasts some moving sequences and shapes up as a wholly suitable program picture for family audiences.

Miss Evans, deprived of satisfying love and attention at home, seeks them elsewhere. Bad company, roadhouses, liquor and promiscuous love-making earn her a bad reputation at high school and among her classmates' parents. Lectured at home without understanding, she attempts to drown herself. This awakens the parents to a new sense of their responsibility, but Douglas strikes and seriously injures his daughter's former boy friend who continues to slander her. Douglas is exonerated after a trial and the family begins a new life of shared understanding.

Charles Lederer's direction and the acting of the principals overcome some artificial dialogue and a tendency to preach in the screenplay by Dale Eunson and Kathryn Albert. Marvin Wald was associate producer.

Running time, 78 minutes. General audience classification. Release date, not set.

RKO Theatres Board

(*Continued from page 1*)

of a consent decree with the government. Greene maintains, and has so charged to the Department of Justice, that the present board is dominated by Howard Hughes, whose 24 per cent stockholdings are trusteed.

While the Department of Justice has not yet made a report of its investigation, it is understood that the government takes a favorable attitude towards Greene's proposal for a board shakeup. The Greene forces would probably be satisfied with two places on the board, one of which would be filled by Greene and the other by one of his allies.

Proxy Battle

If the RKO management does not agree to the proposals, it is apt to face a lively proxy battle when the stockholders' meeting rolls around this winter. Greene has been the spokesman for the opposition which has been seeking to gain control of either the theatre or picture company. He made an offer several months ago to exchange the picture company stock he controls for Hughes' trusteed theatre stock, but nothing came of the offer.

Instead, Hughes is maintaining that he is not required to sell his theatre stock under the decree. The New York Statutory Court ruled that he must dispose of it within two years, with the trustee, Irving Trust, given an additional two years to sell if Hughes does not. At present, Hughes has appealed the ruling of the U. S. Supreme Court.

PCCITO Condemns

(*Continued from page 1*)

contract from appearing too often on television screens.

On the other hand, PCCITO resolved to lend its aid in urging the FCC to provide television channels for theatre use, and to encourage major distributors to include television in their national advertising budgets.

PCCITO also moved for policing columnists and critics who tamper with facts in reporting picture affairs and advocated the establishment of a board to review trailer content so stories would not be tipped to viewers in detail. Setting up a board to channel releases so that cycles might be avoided was also favored.

A reduction in the number of prints was scored as penny wise and pound foolish, in PCCITO resolutions, and reissues were charged with creating costly confusion. Bidding was approved in principle but condemned in practice.

Compo Meet

(*Continued from page 1*)

ative type film exhibitions from payment of the Federal admissions tax. A committee, composed of Abram F. Myers, national Allied general counsel, Trueman T. Rembusch, national Allied president, Gael Sullivan, executive director of the Theatre Owners of America. Robert Coyne, special COMPO counsel, and Oscar Doob, COMPO director was appointed to fight the tax provision.

The board, moved to file with the U. S. Secretary of Commerce a brief protesting the removal of the industry from the "essential" industries list and to take steps for the restoration of such listing.

The leasing of the Grand Central Palace in New York for the industry exposition next March was authorized, with tax free status for the event to be sought.

Arthur L. Mayer, COMPO executive vice-president, read a progress report to the board and expressed confidence in the forthcoming jubilee, which he said he hoped would be the first of many similar events, not just an isolated effort.

Resolutions of thanks to Francis Harmon, retired COMPO secretary, and to the Motion Picture Industry Council and the Association of Motion Picture Producers for aid in arranging the current seminar were adopted.

The annual meeting was set for the first week in September, probably in New York, with election of officers deferred until that meeting.

Jap Quota

(*Continued from page 1*)

Under the quota law only 40 per cent of U. S. film earnings in Japan may be remitted. Operation costs in Japan can be defrayed out of the remaining 60 per cent. In excess of 3,000,000,000 yen are blocked in Japan to the credit of the U. S. companies. This sum (the equivalent of $10,000,000) piled up since MPEA operations began in that country in 1946 under Military Government auspices.

Wise, Robson

(*Continued from page 1*)

Wise will direct the first production which goes before the cameras Sept. 10. Its title will be announced within the next week. Robson will put his production before the cameras sometime after Jan. 1, 1952. Both hold contracts with other film companies, Robson with Samuel Goldwyn and Wise with 20th Century-Fox, and will handle their UA releases as outside assignments.

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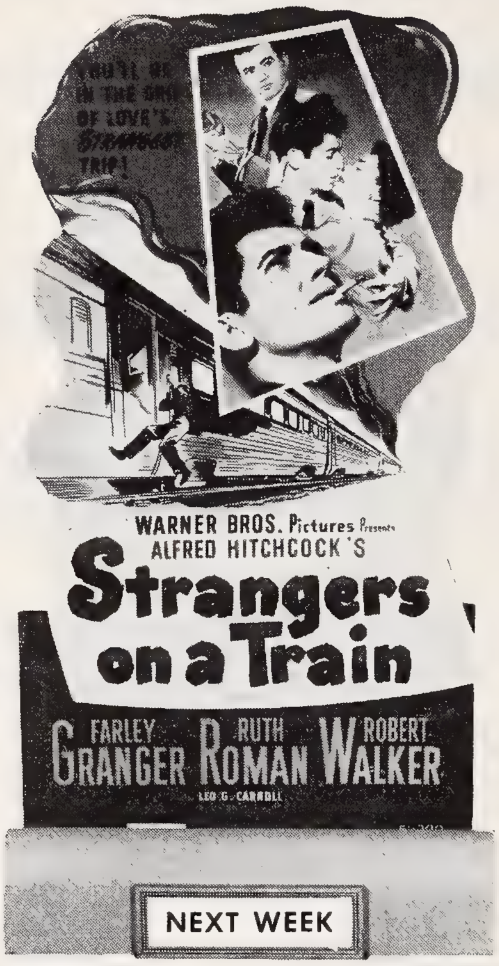

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VOL. 70. NO. 18 NEW YORK, U. S. A., THURSDAY, JULY 26, 1951 TEN CENTS

M-G-M Offers Rental Relief In Flood Area

To Give Free Prints to Many Hard-Hit Theatres

For the second time in less than a year a large number of theatres that have fallen victim to floods will receive from Loew's-M-G-M relief in terms of reduced rentals. This time, with respect to the theatres hit by the Kansas - Missouri territory deluge, houses that have suffered extreme hardship will receive film from the company without charge to give them a chance to remain in business and recoup some of the losses sustained.

The M-G-M sales department executive who confirmed this yesterday acknowledged that aid of this sort for distressed theatres is now in the nature of a standing "policy" with the company.

The executive emphasized however, that the aid is being offered the "little fellow." "We're not going to break our backs for those big circuits that in many ways are protected against the financial losses which result from disasters of this sort," he declared.

When a business recession took hold

(*Continued on page* 5)

Wis. Allied Calls Off 'Slump' Meeting

MILWAUKEE, July 25.—Convinced of the sincerity of the distributors who have offered to cooperate in the alleviation of distressed situations here, Wisconsin Allied has called off its proposed all-industry meeting scheduled for this month. Instead, a series of individual meetings will be held.

Meanwhile, Milwaukee exhibitors are looking for an upturn at the box-office this fall. Their optimism is based on quality of new product for summer and fall release.

Texas Business Up 25%, O'Donnell Says

Hollywood, July 25.—Robert J. O'Donnell of Interstate Circuit, Texas, who is here to attend the Council of Motion Picture Organizations' inter-trade conference, reported that theatre business in Texas is up 25 per cent over recent months.

Anti-Trust Official Re-Sets Coast Visit

Washington, July 25.—Assistant Attorney General H. Graham Morison said he now expects to go to the West Coast some time this fall to study the trade practices in the Los Angeles and Southern California area.

Morison was slated to go West early this month, but had to change his plans. He now says he still plans to go but doesn't think he'll be able to before late September.

Report British Ask 'Status Quo' for Films' Fiscal Pact

LONDON, July 25.—The British government's proposals for a new Anglo-U. S. film remittance agreement which were made known to the American negotiating group at a meeting at the Board of Trade here today are reliably understood to imply virtual maintenance of the *status quo.*

Under the present agreement the American film companies are permitted to remit $17,000,000 annually, plus 23 per cent of their production investment in this country. A schedule of permitted uses applies to the balance of their sterling which remains blocked here. The agreement will expire

(*Continued on page* 5)

Seek Truman for Opening of COMPO Jubilee in Sept.

HOLLYWOOD, July 25.—President Truman will be requested to launch a nationwide broadcast Sept. 30 opening the Council of Motion Picture Organization's Film Jubilee campaign, delegates to the COMPO seminar in progress here were told.

The Jubilee will be nationally directed by R. J. O'Donnell, Interstate Circuit operator of Dallas. Its ambitious and extensive details will be described to the seminar delegates here tomorrow.

The major companies have promised to allocate $700,000 for the Jubilee's advertising splurge. Numerous other activities and administrative and managerial costs will boost the expendi-

(*Continued on page* 5)

Senate Unit Starts 'No-Tax' Hearings

WASHINGTON, July 25.—The Senate Finance Committee today gave a noncommittal reception to the first witness to discuss the proposed admissions tax exemptions for certain entertainment affairs during the current tax hearings.

Dr. Ethan A. Lang, Camden, N. J., city comptroller and a leading sports enthusiast, urged the committee to support the House tax bill's provisions lifting the 20 per cent admissions tax

(*Continued on page* 5)

Subscription TV Assailed At Seminar

Majority Hits Televising Of Theatrical Film Stars

Trueman Rembusch

HOLLYWOOD, July 25.—Subscription-television took a thorough shellacking at today's session of the seminar, with a preponderant majority of those present, representing both exhibition and production, assailing "home box-office" devices as impracticable, unprofitable, unmanageable and inimical to the best interests of both theatres and television.

The contention that the "theatre is the logical place in which to realize upon investment in

(*Continued on page* 4)

'IA' Files Wage Bid Of About 18 Percent

HOLLYWOOD, July 25.—Contract demands filed by IATSE studio locals with major studios today to come up for negotiation Oct. 25 are topped by a request for an increase equal to the rise in the cost-of-living index between Jan. 1, 1947 and the negotiation date. The request is expected to total about 18 per cent.

Other demands are for holiday time

(*Continued on page* 5)

Loew's Gets 60-Day Decree Extension

Washington, July 25.—The Justice Department has agreed to another 60-day extension, through Sept. 30, for Loew's to file a divorcement and divestiture plan with the New York statutory court.

The postponement is designed to give the two parties additional time to work out a consent decree. Decree talks have been lagging over the summer as vacations, hot weather and other matters interfere.

Krim Cites Financial and Product Progress of U.A.

Arthur Krim

In another of a series of "progress report" press interviews Arthur B. Krim, United Artists president, yesterday cited three factors that point up the nature and extent of the advancements which have been achieved since control of the company changed hands last Feb. 19.

The factors are: (1) The company has been operating profitably for the past few weeks, thus marking the turning of a "difficult corner." (2) UA is fortified with a backlog of 30 pictures, 26 of which are finished or in the final stages of production; four will start rolling in the next 60 to 90 days. There soon will be "substantial additions" to the backlog. (3) Of the $2,000,000 which four months ago the Krim-Robert Benjamin-Matthew Fox management group had available for first money financing of independent production, about $1,300,000 has been utilized for that purpose. Apart from this fund, which was supplied by the Walter Heller Co., Chicago, the group has tapped other sources, such as banks, for picture financing. "Fully half" of the pictures on the company's release schedules carry such participation financing.

Gratified that he could make a report that justified the label "progress," Krim reminded however that the com-

(*Continued on page* 5)

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will arrive in Atlanta today from New York and Washington.

●

John R. Patno, assistant manager, Allyn Theatre, Hartford, Conn., has been promoted to the managership of the Norwalk Theatre, Norwalk, Conn.

●

Joseph Friedman, Warner Brothers publicist, and Mrs. Friedman announce the birth of a girl Tuesday at Brooklyn Jewish Hospital.

●

L. J. Kaufman, Warner Brothers Theatres home office executive, is in New Haven from New York and will return here over the weekend.

●

Harold J. Salemson, special campaign coordinator for Stanley Kramer's "Cyrano de Bergerac," is in Montreal from here.

●

Joseph Lopardo, assistant manager of the Bijou Theatre, Springfield, Mass., has enlisted in the Army.

●

Ralph Martin of *Seventeen* magazine left here today for a two-week motor trip through New England.

●

Richard Walsh, IATSE president, will leave Hollywood today by train for New York.

Legion Reviews 11; Three in Class B

Eleven more films were reviewed by the National Legion of Decency which put three in Class B and the remainder in Class A.

Those in Class B include "Casa Manana," Monogram; "Pickup," and "Two of a Kind," both Columbia. The following were in Class A, Section One, "Alice in Wonderland," RKO Pictures; "Captain Horatio Hornblower," Warners; "Father Takes the Air," Monogram; "Stagecoach Driver," and "Yukon Manhunt," both Monogram.

Class A, Section Two, include: "China Corsair," Columbia; "Mister Drake's Duck," United Artists, and "No Highway in the Sky," 20th Century-Fox.

K-B Leases House; To Open 2 in Fall

Washington, July 25.—The Atlas Theatre in northeast Washington will switch from motion pictures to stage plays Aug. 4. The theatre, owned by the K-B Amusement Co., has been leased to New York producer-director William Robins for one year with a renewal option.

K-B now has four neighborhood theatres, having recently sold the Senator to District Theatres. However, it will open two new theatres late this year.

FCC May Lift TV Freeze by 1952; Cancels Hearing

Washington, July 25.—The Federal Communications Commission today announced its final plans for disposing of the proposed city-by-city TV allocation order on the basis of written testimony, with a possibility of a final decision and lifting of the TV freeze by the start of 1952.

The Commission formally cancelled the scheduled July 30 hearing and instead outlined deadlines for filing proposals, counter-proposals and other documents in the proceeding. First filings will start Aug. 27 and end Nov. 26.

The Commission did say it would feel obliged to order oral testimony on any issue not clearly presented in the written testimony, and would then permit cross-examination.

As yet, there has been no official word as to what effect this new procedure might have on the theatre TV hearings scheduled to start Sept. 17, but most observers expect a 45 to 60-day postponement.

Tests to Precede Coast-to-Coast TV

The date for beginning operations over the final link in the Coast-to-Coast television hookup over A. T. and T.'s coaxial cables and microwave relays has not been set. Work on the Omaha-to-Oakland link is not expected to be completed until late in August and extensive testing will take place before it is put into public use, it was learned yesterday.

Meanwhile, the networks are proceeding with plans to put on film for re-broadcast television programs originating in Hollywood this fall.

Sterling Gets TV Rights for 89 Films

Eighty-nine British-produced feature films have been acquired for television distribution by Sterling Television, the company announced here. The rights were obtained from Motion Picture Management, Hollywood, and it is said that the product is of "recent vintage."

CBC Contracts Bell For Video Service

Ottawa, July 25.—The Bell Telephone Co. of Canada has been granted a five-year contract by the Canadian Broadcasting Corp. to establish a television network service in Canada. The company will receive approximately $250,000 a year for the service.

Wheelwright Aids Board

Hollywood, July 25.—In addition to naming Marvin H. Schenck, Loew's vice-president, to the M-G-M executive board, the studio announced today that Ralph Wheelwright, formerly assistant to studio publicity director Howard Strickling, has been appointed special assistant to the board. He will co-ordinate contacts between the home office and the studio.

'Show Boat' Gross at $2,500,000 Mark

"Show Boat" has grossed almost $2,500,000 in 150 first-run engagements, the company reports, and is being held over in 74 situations. The figures on "Show Boat" are running about 25 per cent ahead of the comparable runs for "The Great Caruso," another M-G-M high grosser.

These figures include the $168,000 first week gross at Radio City Music Hall, which is $3,000 ahead of the previous estimate and sets a new non-holiday gross record for the house.

RKOTheatresBoard Drops James Brown

The resignation of James T. Brown from the RKO Theatres board, reportedly at the insistence of the Department of Justice, became known yesterday. Replacement of Brown by David J. Greene, Wall Street broker and minority stockholder, is now under consideration by the RKO Theatres management.

As reported yesterday, Greene, who controls a large block of RKO stock, is pressing for two places on the board. Evidently the Department of Justice agreed with Green's contention that Brown, of the Mellon Bank, Pittsburgh, is a representative of Howard Hughes, whose 24 per cent stockholding in RKO Theatres is trusteed by Irving Trust.

The director most likely to be dropped next is J. P. Dreibelbis, of the Bankers Trust here. The Mellon Bank and Bankers Trust have both been active in financing the RKO companies and other Hughes' projects.

RKO Theatres maangement officials were not available for comment here yesterday. President Sol Schwartz is on the Coast.

Ask R.I. Theatres to Aid Jimmy Fund

Boston, July 25.—A meeting of Rhode Island theatre men was held at the Narragansett Hotel, Providence, today to hear plans for the forthcoming Jimmy Fund Drive, Aug. 26-Sept. 9, of which the Variety Club of New England is a sponsor.

Martin J. Mullin, circuit operator and president of the Boston Children's Cancer Research Foundation, addressed the meeting and presented a citation to Judge James Dooley, president of Narragansett Park, for his aid to the Jimmy Fund.

Crescent House Bows

Nashville, July 25.—Crescent's new Green Hills theatre will be opened this week. With a seating capacity of 1,150, it will be managed by Harvey W. Nokes, formerly manager of the Belmont Theatre, where he has been succeeded by Richard L. Cornwell, formerly assistant manager at the Paramount.

Production Index Off 2; 39 Filming; Start 'Ivanhoe'

Hollywood, July 25.—The production index has dropped two points, for a total of 39 pictures in work. Four new pictures were started while six were completed.

Started were: "Ivanhoe," Metro-Goldwyn-Mayer; "Elopement" and "Rose of Cimarron" (Alperson Productions), 20th Century Fox; "Carson City," Warner.

Completed were: "Smoky Canyon," Columbia; "3000 A. D." (American Pictures) and "A Girl in Every Port," RKO Radio; "Weekend with Father" and "Treasure of Franchard," Universal-International; "Bugles in the Afternoon" (Wm. Cagney Productions), Warner.

U-I Launches Drive For 7 Premieres

An intensive promotional campaign, backed by personal appearances of stars and featured players, was set in motion this week by Universal-International to support the premieres of seven U-I films from Coast-to-Coast over the next four weeks, David A. Lipton, vice-president in charge of advertising-publicity, has announced.

Two pictures were launched in the West. "Mark of the Renegade" had its premiere at the United Artists Theatre in Los Angeles, and "Cattle Drive" bowed at the Paramount, Webber and Aladdin Theatres in Denver.

Bunin's 'Alice' Bow Seen on Schedule

Little chance for Walt Disney Productions to block the opening of Lou Bunin's rival "Alice in Wonderland" at the Mayfair today was seen here yesterday. Disney, whose cartoon "Alice" opens Saturday at the Criterion, was denied an injunction to restrain distribution by Souvaine Selective of the French-made puppet version and the appeal from that decision is not likely to be heard for two or three weeks.

In addition to the Mayfair, Bunin's "Alice" will open at the Trans Lux 72nd Street and the Midtown.

Louis Feder, 84

Chicago, July 25.—Louis Feder, 84, father of Abe Feder, owner of the Metro Theatre here, and of Sarah Helper, owner of the Irving Theatre, was buried at Jewish Waldheim Cemetery yesterday. Feder, a veteran theatre man, died last Friday. The widow, a daughter and seven grandchildren also survive.

William J. D. Muldberry

Albany, N. Y., July 25.—William J. D. Muldberry, son of the late P. W. Muldberry, co-developer of filmrow, and owner with his brother, Frank J. Muldberry, of several film exchanges, died at his home here today. Survivors are the widow, a son, three daughters, his mother and brother. Funeral services will be held Friday.

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Next Week

ON THE ANNIVERSARY
THAT REFLECTS CREDIT UPON ALL ENGAGED IN THE
CREATION AND EXHIBITION OF MOTION PICTURES, WARNER BROS.
WILL ERECT A NEW LANDMARK TO BE LONG CELEBRATED.

LOOK FORWARD, GO FORWARD - NEXT WEEK THE FIRST SHOWINGS OF

GREGORY PECK VIRGINIA MAYO

APTAIN HORATIO HORNBLOWER

DIRECTED BY RAOUL WALSH

COLOR BY TECHNICOLOR

Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie
From the Novel by C. S. Forester

Short Subject

"Ambulance Doctor"

(This Is America—RKO Pictures)

The latest subject in the This Is America series covers a crowded day in the life of a metropolitan interne. Among the facts brought forth in the subject is that automobile accidents account for the major percentage of the emergency calls.

Every type of accident falls into the routine assignment of the interne, from the child who swallows some extraneous matter to the underworld character with a slug in his body. The subject is brisk and interesting and compares well with the others in the series.

Running time, 16 minutes.

Golden Warns on In-Car Speakers

WASHINGTON, July 25.—Warning drive-in operators that "it will be most difficult, if not impossible" for them to get new in-car loudspeakesr for some time to come, National Production Authority film chief Nathan D. Golden urged all exhibitors to trade-in defective units on purchases of rebuilt units.

"This will permit manufacturers and distributors to set up a revolving inventory of such units, rebuilding those being taken in trade and reselling them to replace those that become defective," he declared. "This vital program will conserve critical cobalt and nickel."

Seminar Tackles TV Issue

(*Continued from page 1*)

production," voiced previously by Col. H. A. Cole, chairman of the board of directors of Texas Allied, was re-emphasized by other speakers.

Trueman T. Rembusch, national Allied president, an electronics engineer and a radio station owner as well as an exhibitor, pointed out that all subscription-television systems thus far brought forward have been successfully "gimmicked" during tests and could not be protected against free-riders. Although the recent Society of Independent Motion Picture Producers' resolution favoring such devices was not attacked by name, H. V. Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, who yesterday revealed PCCITO's condemnation of that resolution, reiterated PCCITO's views on television at today's session.

Players on TV

After a prolonged discussion of present-day television's effect on screen values, conferees reached majority agreement that producers and distributors who permit televising of players used in theatrical pictures are defeating themselves. Exhibitors cited William Boyd as a player whose theatre draw dropped to zero after his pictures went on television, and said Gene Autry's Saturday theatre following began dipping sharply after his television films began appearing. It was argued that today's none too plentiful supply of player names capable of attracting big business could be depleted within a very short time if they became familiar personalities on television, either in films, old or new, or "live." It was pointed out that players recently making personal appearance tours have drawn great crowds to theatres before appearing on local television stations, but have attracted none thereafter.

Si Fabian

Si H. Fabian, of the Theatre Owners of America's executive committee, reported informally on results obtained by the use of big-screen television for sports and other special events, and categorized this type of attraction as "supplemental to motion pictures," comparing it to stage shows, organ concerts and other supplemental program features used in the past. The opinion on the ultimate value of big screen television was divided, but its influence toward bringing wayward audiences back to the picture-going habit was evaluated favorably. Fabain, in common with most present, championed the industry effort to obtain private channels for industry's use for other purposes than picture transmission.

The increased use of television for exploitation purposes, especially with properly edited trailers, was generally approved.

See TV Competition Waning

A discussion of various technological limitations affecting television now, and to become more restrictive later on, together with individual observations by exhibitors in television-belt areas that video has made its greatest challenge and has little more to offer as theatre competition, led to a feeling that, apart from the increase in the number of sets in the country, that no new troubles are to be expected from television. Agreement was reached that good pictures, well exploited and shown in good theatres, will take good care of industry interests.

Ronald Reagan, president of the Screen Actors Guild, and Sidney Meyer, of TOA, were co-chairmen of the television session.

"Small Budget Pictures" was the topic in the afternoon, with Harvey and I. E. Chadwick, president of the Independent Motion Picture Producers Association, co-chairmen. After an extended discussion as to where the line should be drawn between low-budget and high-budget pictures, the discussion levelled off into generalities, with general agreement that small-budget pictures perform an important function and should be continued. Chadwick assured exhibitors they will be.

Producers Lay Blame for 'Cycles' on Exhibitors

HOLLYWOOD, July 25.—Yesterday's discussion of "Picture Cycles" at the COMPO seminar here went aground on the inability of conferees to define the term satisfactorily.

Producers contended that each studio dutifully obeys the exhibitors' demand to make more pictures like the one that just proved a hit, and it is inevitable that many of them will come up for release at about the same time.

H. A. Cole of Dallas said distributors could prevent the resultant flooding of the market with pictures of similar content by co-ordinating their release schedules.

NEWS in Brief . . .

WASHINGTON, July 25.—Less than one-fifth of the nation's theatres account for almost three-fifths of the gross receipts, the Census Bureau reported.

The Bureau made public further breakdown figures on exhibition compiled in the 1948 census of business. Of the 18,631 theatres operating for the entire year, with receipts excluding taxes of $1,352,880,000, there were 3,582 theatres with receipts of more than $100,000 annually or total receipts of $811,074,000, Census said. At the other extreme were 843 theatres with receipts of less than $5,000 each, with total receipts of only $2,357,000.

●

Hoffberg Productions, Inc. will distribute 36 independently produced British features this fall, all produced since 1948. Among those to be released are "Twenty Questions Murder Mystery," "Kiss the Bride Goodbye," "To Have and To Hold," and "Danny Boy."

●

Theatre Network Television, the company set up by Nathan Halpern to handle negotiations for exclusive theatre telecasts, has taken offices in the Paramount Building. Halpern, who has acted as theatre TV consultant to the Theatre Owners of America and Fabian Theatres, previously maintained offices on the Fabian floor, also in the Paramount Building.

●

WASHINGTON, July 25.—The National Production Authority's new construction control order has again been delayed and now probably will not be issued before Friday, NPA officials said. They added that no changes have been made in the sections of the new order affecting theatres.

●

BALTIMORE, July 25.—For the third time within two years, burglars have robbed the safe at the Hiway Theatre here. The thieves smashed open the safe and departed with $349.84, according to Robert T. Markenke, owner of the Hiway.

●

HOLLYWOOD, July 25.—Walter Wanger announced today that his first for Allied Artists' release will be "Buccaneer of the Barrens," in Technicolor, replacing "Flat Top." It will be filmed on location in Canada.

●

A twin premiere of Louis de Rochemont's "The Whistle at Eaton Falls," a Columbia release, was held last night at the Colonial and Olympia theatres, Portsmouth, N. H., for the benefit of the local Rehabilitation Center for Crippled Children.

●

Larry Gordon has resigned as president of Vidicam Pictures and his stock in the corporation has been purchased by Alfred Justin, executive vice-president. Edward Carroll continues as vice-president and general manager. The election of a new president will be announced shortly.

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

UA's Krim

(*Continued from page 1*)

pany "still has some way to go to overcome losses inherited when we stepped in." Meanwhile, he said, the "difficult corner" was turned in four months when, actually, that was not required under the Krim-Benjamin-Fox option agreement with owners Charles Chaplin and Mary Pickford until "the better part of a year" had passed.

Krim to Coast

Krim, who following the interview departed for Hollywood to seek out more product for UA release, said that the "most encouraging part of the overall picture is that we are now set with a backlog of product that makes it the healthiest for UA in some years."

He continued: "Indications are that we can hold to the product levels we have achieved well into 1952 with pictures in release and those delivered or due to be delivered within 90 days.

"In the last two months exhibitors have seen the full impact of having a UA, and have seen the place UA serves in the structure of the industry. It has been a demonstration of the importance of the independent producer. The pictures of the independent producers going through UA have contributed substantially to the health of the industry these past couple of months. And I feel that exhibitors understand that it is UA's and their joint effort to support independent production—so that independent pictures can continue to get into distribution—which has contributed substantially to the good health of the industry."

UA Belongs to Compo

Reporters' questioning of Krim and Benjamin brought out the following:

UA is a member of the Council of Motion Picture Organizations and will make financial contributions to the agency under the arrangement which applies to all distributors. UA itself is not a member of the Society of Independent Motion Picture Producers and has no intention of being represented on the SIMPP board; however, it regards itself as having an affinity with SIMPP by virtue of the fact that many of the UA producers are SIMPP members. Although UA is a member of the Motion Picture Export Association, it has no intention at present of joining the Motion Picture Association of America.

Arnold Picker, Columbia's assistant foreign manager, will become UA's foreign department chief when his present contract expires in a little less than a year. Al Lowe will continue with UA as foreign sales manager.

Long sought improvements in the playing-time accorded UA product by the J. Arthur Rank Organization in British theatres will be evidenced when future bookings come to pass at a not too distant time, Krim and Benjamin said. This was one result of their recent trip to England.

Krim said the company's indebtedness in French francs to a number of producers will be paid in the future under postponement arrangements. Recently UA found it had no francs with which to pay off the producers, and now the latter are willing to wait for payment, according to Krim.

Krim denied reports that the company has been "getting tough'" with independent producers. "This is a company for the independent producers," he said. "The policy we announced when we took over the company still prevails."

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SPECIAL TRAILER
AND WANT IT QUICK
LET FILMACK MAKE IT!
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CHICAGO 5. . . . . . 1327 S. WABASH AVE.

Review

"Lilli Marlene"

(Monarch-RKO Radio)

A BOUNTIFUL supply of action, centered largely about the wartime charmer of both British and German soldiers, who was known as Lilli Marlene, helps to overcome the absence of names familiar to American audiences in this William Gell production for Monarch. It includes an American correspondent, played by Hugh McDermott, which helps to ease the otherwise almost exclusively British flavor of the picture.

Lisa Daniely is the exotic girl of the title whose singing made her and her song a favorite of both Montgomery's Desert Rats and Rommel's North African Army. A romance develops between her and McDermott which is interrupted when the latter's wife puts in an appearance. Miss Daniely is abducted by a German agent and flown to Berlin where she broadcasts for the Nazis. McDermott learns his wife has divorced him, but the reunion with Lilli Marlene is postponed until after the war when, at an Eighth Army reunion, she is cleared by her superior officer in Berlin, who turns out to have been a British intelligence agent. Sandwiched throughout the romance is plenty of movement, intrigue, counter-intrigue and shooting.

Arthur Crabtree directed from a screenplay by Leslie Wood. Running time, 75 minutes. General audience classification. Release date, not set.

SEG Seeks $10-Day Wage Hike in Talks

HOLLYWOOD, July 25.—The Screen Extras Guild, in contract demands submitted to producers today for negotiation 90 days hence, asked that the general pay rate for extras be increased from $15.56 to $25 per day.

The rate for dress extras, doubles, dancers, skaters, swimmers, will rise from $22.23 to $35 per day if demands are granted. Other demands include time-and-half for Saturdays, paid holidays and vacations with pay, and an old-age pension and health and welfare fund.

'IA' Wage Bid

(*Continued from page 1*)

for day workers, time and half for Saturday work by daily workers, and the creation of a new health-and-welfare provision to replace the present group-insurance plan, which, it is contended, has proven inadequate due to the studio-by-studio set-up in the field where most workers move fairly regularly from one studio to another.

Also sought, and likely to prove the thorniest issue in negotiations, is the creation of a pension fund, under an arrangement whereby employers would pay an amount equal to ten per cent of the payroll into the fund. Closely accompanying this demand is that employers pay into this pension fund a certain percentage of the amount they receive from the sale of theatrical films to television. Although the exact percentage from television sales to be paid into the pension fund is not specified, the juxtaposition of these demands conspicuously suggests television sales as the source for monies for the pension fund.

U.K. Pact

(*Continued from page 1*)

Oct. 1 and the Americans reportedly have asked for authorized remittances of $25,000,000 annually and liberalization of the permitted uses of their blocked sterling.

Both sides maintained strict silence following today's meeting, which was only the second to be held since the Americans arrived here almost two weeks ago. The best description of the Americans' current view of the situation is that it is "most unsatisfactory."

The Americans have been restive because of the government's studied delay in scheduling negotiating meetings and their disquiet was increased when today's meeting adjourned without a date being set for the next. Apparently, another will be called at the instance of the Board of Trade and when it suits the government's convenience.

Meanwhile, the scene was troubled further by a letter written to the Prime Minister by Tom O'Brien, Member of Parliament and head of the National Association of Theatrical and Kine Employes, in which he asserted that the Americans are pressing in the current negotiations for full convertibility of their film earnings.

Subsequently, that was categorically denied in private by members of the American delegation.

O'Brien also urged in his letter that a condition of any monetary agreement made with the Americans be a guaranty of continued film production here by Hollywood companies. He also urged that the government's Film Finance Corp. be granted another £10,000,000, without which, he warned, the Denham studio would be permanently closed.

AMERICAN
to LOS ANGELES
10 hrs.
55 min.
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EDT—Ar. 8:15 a.m. PDT

Seek Truman

(*Continued from page 1*)

tures for the Jubilee above that figure, it is believed.

COMPO board members meeting here separately named Sidney Schreiber, general counsel of the Motion Picture Association of America in New York, secretary of COMPO *pro tem.* He replaces Francis Harmon, who resigned from the COMPO post and an MPAA vice-presidency recently because of ill health.

A permanent secretary and other COMPO officers will be named when the next COMPO membership meeting is held during the first week in September, probably in New York. Indictaions are that Ned E. Depinet will continue as president. Changes in paid employes of COMPO may occur as Arthur Mayer, executive vice-president, expressed a desire here to be relieved. Dick Pitts, editorial director, also will resign. It is believed that Robert Coyne, special counsel, and Charles McCarthy, publicity director, will remain.

Mayer on Western Tour for COMPO

SAN FRANCISCO, July 25.—Arthur L. Mayer, retiring executive vice-president of the Council of Motion Picture Organizations, will be here on Monday to win over local exhibitors to COMPO. He will address a local Variety Club luncheon which will be attended by leading exhibitors belonging to the Pacific Coast Conference of Independent Theatre Owners.

Mayer will also visit Portland, July 31; Seattle, Aug. 1, and Salt Lake City, Aug. 2, addressing PCCITO units in those cities.

Tax Hearings

(*Continued from page 1*)

from events of religious, educational and charitable organizations. He said such a provision was needed to keep school athletics and dramatic events going.

Senator Byrd (D., Va.), who was presiding at the time, thanked Lang for his testimony, and excused him from the witness stand. Film industry witnesses opposed to the tax exemption proposal are scheduled to be heard Aug. 2.

M-G-M Relief

(*Continued from page 1*)

a few months ago, M-G-M was the first company to offer playing terms concessions to economically distressed houses.

Book BING
in the Biggest
of the Year
for

SEPTEMBER

TUES. WED. THURS. FRI. SAT.

1

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PARAMOUNT

16 17 18 1 20 21 22

WEEK

FRANK CAPRA'S

HERE COMES THE GROOM

"The Best Crosby Show in Five Years" (says JAY EMANUEL)

For Your Biggest Labor Day in Five Years!

Paramount Pictures

ON AN ALL-TIME RECORD NUMBER OF SCREENS DURING PARAMOUNT WEEK
with features, shorts and news . . .

Frank Capra's "HERE COMES THE GROOM" starring Bing Crosby • Jane Wyman • Alexis Smith
Franchot Tone • James Barton • with Robert Keith • and introducing Anna Maria Alberghetti
Produced and Directed by Frank Capra • Associate Producer Irving Asher • Screenplay by
Virgina Van Upp, Liam O'Brien and Myles Connolly • Story by Robert Riskin and Liam O'Brien

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 19 NEW YORK, U. S. A., FRIDAY, JULY 27, 1951 TEN CENTS

GE to Develop 20th's Color TV Equipment

Sign Deal to Make High Definition Color Camera

Twentieth Century-Fox's project for arge-screen motion picture color television moved closer to actuality with he announcement yesterday by the ilm company that an agreement had been reached with General Electric Co. o produce full-color, high-definition elevision studio equipment to be used n conjunction with the 20th-Fox-Eidophor projection system of theatre TV.

The agreement with General Electric follows last week's announcement by 20th-Fox of the acquisition of rights to employ the CBS color television process.

"Large screen motion picture theatre olor television moves nearer to accomplishment," Spyros P. Skouras, 20th-Fox president, said. "We are lanning stage shows, whole operas, rand orchestral performances and utstanding variety shows to be broadcast to thousands of American motion icture theatre TV screens simultaneously," he added.

"These shows," Skouras pointed out,

(*Continued on page 4*)

Sees Theatre TV Hearings in Nov.

WASHINGTON, July 26.—Federal Communications officials were quoted today as having said they will probably postpone the theatre television hearings, now scheduled for Sept. 17, until "around Thanksgiving."

This report came from Jerome W. Marks, chairman of the Fair Television Practices Committee, a group rganized to "protect the interests" of

(*Continued on page 4*)

UPT, ABC 'Holders' Favor Merger Today

Stockholders of United Paramount Theatres will meet today in a special meeting called to vote on the proposed merger between UPT and the American Broadcasting Co. The meeting will begin at 11 A.M. at the Hotel Astor here.

Simultaneously, ABC stockholders

(*Continued on page 4*)

FCC to Act on TV Power Increases

Washington, July 26.—The Federal Communications Commission today said it is now ready to act promptly on requests from existing television stations for increases in their operating power.

This policy, which would allow some existing stations to cover a greater area, is the first relaxation in the FCC's three-year old TV freeze. Just as there have been no new licenses since Oct. 1, 1948, so have there been no power increases. The Commission said many stations are now operating below the maximum possible power and pointed out that there are pending requests from 23 of the 107 TV stations for increases in their power and coverage.

One Monopoly Suit Vs. NSS Dismissed; Other Is Sustained

PHILADELPHIA, July 26.—Ruling on two separate actions brought against National Screen Service by an exhibitor firm and a poster-renting group, both charging monopolistic practices, Federal Court Judge James P. McGranery today dismissed one complaint and while denying a motion for summary judgment against the distributors in connection with the other, did find that NSS's distribution of accessories constituted monopoly.

In an action brought by an exhibi-

(*Continued on page 4*)

Dipson Trust Suit DismissalAffirmed By Appeals Court

The three-judge U. S. Circuit Court of Appeals here yesterday upheld the decision of the Buffalo District Court which disallowed the Dipson Circuit's $5,000,000 anti-trust suit against six distributors and Buffalo Theatres, Inc.

"Plaintiff only alleges a conspiracy with respect to runs and the conduct of the distributor defendants, and failed to indicate that any such conspiracy existed," it was ruled by Appeals Judges Thomas Swan, Augustus N. Hand and Charles Clark.

"Except for Loew's and Paramount," they continued, "all distributors gave the plaintiff the run it desired in some of those theatres where it competed with Shea Circuit. Loew's and Paramount could legally favor their own theatres and plaintiff was able to get sufficient pictures for its own theatres," the court stated in its opinion. The Appeals Court had reserved decision in the action last May 9 following arguments.

Robert L. Wright, former anti-trust

(*Continued on page 4*)

Gulf States Allied To Map B. O. Drive

NEW ORLEANS, July 26. — Discussion of plans for a "Box-Office Drive" for the Gulf States area will head the agenda of the Allied Theatre Owners of the Gulf States board meeting Aug. 14-15 at the Edgewater Gulf Hotel, Biloxi, Miss.

Exhibitors were urged to attend to discuss ways and means of stimulating business in this area. The business session is scheduled for Aug. 14,

(*Continued on page 4*)

Urge Reform Of Industry Ad Allocations

Seminar Would Put More Sums in TV, Other Media

HOLLYWOOD, July 26.—Part of industry's annual $50,000,000 expenditure for newspaper advertising should be diverted to television, radio, billboard, mail, and other advertising media, to reach the non-theatre goers, it was largely agreed at today's session of the Council of Motion Picture Organizations'-sponsored seminar.

The point was made that ads in theatre-directory sections or other fixed positions in newspapers are read only by people who have already decided to attend a theatre and are looking for a picture they may want to see. Although ads in such areas were conceded necessary, it was argued ads placed elsewhere in the paper, or in other media, stood a better chance of attracting new customers.

Discussion along this line, participated in by many, stemmed from remarks by Col. H. A. Cole, chairman of the board of Texas Allied, and

(*Continued on page 3*)

Print Deliveries Resumed in Ohio

CLEVELAND, July 26.—Film truck drivers resumed service this morning when Truckers Union 407 granted special stickers to independent haulers who agreed to abide by all contract clauses in the final agreement when the four-day strike will be concluded.

The relief to the film industry is a result of persistent efforts of Louis Gross, president of the Ohio Associa-

(*Continued on page 4*)

Fanchon & Marco Seeking St. Louis TV Operation

WASHINGTON, July 26.—Fanchon and Marco, Inc., has decided to try to extend its activities into the television field.

The St. Louis Amusement Co., theatre operating subsidiary of F and M, has filed an application with the Federal Communications Commission for a new television station at St. Louis. The application outlines plans to convert the 3,850-seat St. Louis Theatre to television studios, retaining the theatre auditorium and stage for the production of major television programs. The company also would install theatre television equipment for

(*Continued on page 4*)

NPA 'Court' Set Up for Compliance

WASHINGTON, July 26.—The National Production Authority today set up a "compliance court" to hear and act on charges of violations of NPA construction orders and other NPA regulations.

The court, composed of eminent jurists, would act on violations not extreme enough to warrant Justice Department prosecution or those aris-

(*Continued on page 4*)

New 20th Branch For Jacksonville

Twentieth Century-Fox will establish a new branch office in Jacksonville, Fla., to facilitate the company's distribution to more than 400 accounts in Florida and Southeastern Georgia, it was announced here yesterday.

The new exchange, which becomes the company's 38th branch office in the

(*Continued on page 4*)

Chicago Ups Scales For Martin-Lewis

Chicago, July 26.—The B&K Chicago Theatre is raising its top price to $1.25, including tax, for the personal appearance of Dean Martin and Jerry Lewis, with a morning price of 98 cents.

The comedy team, who are scheduled to do six shows daily and seven shows a day over the weekend, are expected to break the all-time house record of $113,000 for one week set by Jack Benny in May, 1947, if the teen agers do not cut down the Chicago's capacity by staying over for extra performances.

Sees TV Delayed For Australia

By FRANK O'CONNELL

SYDNEY, July 20 (By Airmail).—Australia's problems in connection with the introduction of television were likened to those of Canada by C. T. A. Moses, general manager of the Australian Broadcasting Commission, on his return from a survey of television programming and techniques in the U. S., Canada and Europe.

Moses said it would be possible to have television in Australia in "much less than two years" but added that it would be preferable not to have it have its teething troubles in public. Moses' report will be submitted to the government and serve as a guide for Australian TV programs. Broadcasting is a government monopoly.

Decision on the construction of the first television station for Australia and the number of its studios has yet to be made, according to Moses. He emphasized that it would be quite possible to rush into television, but that the government wanted to be sure that top-quality programming would be offered. He said Australia's problems were largely those encountered by Canada.

Walcott - Charles Film to Embassy

Exclusive rights to the films of the recent heavyweight championship fight between Joe Walcott and Ezzard Charles have been obtained for one week in the Metropolitan area by Embassy Newsreels, Norman Elson, president, said yesterday.

The four newsreel houses in the area will start showing the film this afternoon at five o'clock. The film runs 27 minutes. According to Elson, the motion picture cameras which photographed the championship bout caught Walcott's knockout blow in full clarity. On television the blow was not clearly visible because of the television camera angle. TV set manufacturers outbid large screen television equipped theatres for the telecast rights to the fight.

Personal Mention

JOHN J. MALONEY, M-G-M Central sales manager, left here last night for his Pittsburgh headquarters.

•

MORT SACKETT, Commonwealth Pictures president, will leave here today by plane for Chicago to attend the National Audio-Visual Association convention.

•

SAAL GOTTLIEB, New York Metropolitan district manager for M-G-M, this weekend will move his family from Pittsburgh to Forest Hills, N.Y.

•

WAYNE THIRION, Oregon manager for Paramount Pictures, is in the hospital in Portland after suffering a heart attack.

•

WILLIAM MURPHY, JR., manager of the Southeastern Theatre Equipment Co. of Louisiana, is vacationing in Florida from New Orleans.

•

OCTAVIO LIEMAN, RKO Pictures distributor in Spain, is in New York on a business trip.

•

ARTHUR H. CANTON of Stanley Kramer Productions is in Buffalo from New York.

MICHAEL HAVAS, RKO Pictures Latin American supervisor, has arrived here from Europe, en route to his Mexico City headquarters.

•

CHARLES SIMONELLI, Eastern advertising and publicity department manager of Universal Pictures, left here yesterday for Columbus.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising and publicity, will arrive in New York from the Coast on Monday.

•

L. C. MONTGOMERY of the Joy Theatre, New Orleans, and MRS. MONTGOMERY are vacationing on the West Coast.

•

PHIL LAUFER, Universal exploitation representative, is in Chicago from here.

•

RODNEY TOUPS, manager of Loew's State, New Orleans, and his wife are vacationing in Mexico.

•

RALPH OBER, Universal field representative, is in Pittsburgh from New York.

•

BOB WILE, Universal exploiteer, has left here for Cleveland.

SWG Accepts Control Over Video Writers

HOLLYWOOD, July 26.—The Screen Writers Guild last night approved the Authors League of America decision granting the guild jurisdiction over television writers in the West. The Radio Writers Guild reportedly will meet in New York tonight to oppose the action.

Representatives in New York of the Radio Writers Guild could not be reached late yesterday for comment on the report that RWG would meet last night to oppose the Screen Writers Guild's assumption of jurisdiction over TV writers in the West.

Senator Returning To K-B Operation

WASHINGTON, July 26.—K-B Amusement Co. is taking back from District Theatres operation of the Senator Theatre here, effective Aug. 5.

K-B some time ago arranged for District to operate the Senator, as changes in the neighborhood required its operation as a theatre for Negroes.

Films Must Combat 'Big Lie,' Wald Says

HOLLYWOOD, July 26. — Producer Jerry Wald today told 170 members of the Hollywood Foreign Correspondents Association at a luncheon meeting that "motion pictures must combat the 'big lie' of Communism with the big truth of freedom." Wald declared, "There's no need for Hollywood to make propaganda or message pictures. Truth about free people is the greatest message we can give the world."

Tie 'Show Boat' Bid Snarls Chicago Run

CHICAGO, July 26.—Court clarification of bidding under the Jackson Park decree is being sought following the submission of identical bids for "Show Boat" by the Jackson Park and the Jeffery, former Warner house now owned and operated by James Coston, formerly Warner zone manager.

Attorneys for the Jackson Park hold that M-G-M must sell the picture to it under the decree, as Coston was so closely linked to the defendants that he should be treated as an actual defendant. A hearing is scheduled for tomorrow, but a continuance will be asked by Thomas C. McConnell, Jackson Park attorney.

NPA Again Delays Construction Order

WASHINGTON, July 26—Issuance of the new National Production Authority construction order has again been postponed until "sometime next week." NPA officials said the delay was due entirely to provisions in the order affecting housing.

There is no change in the new order in provisions affecting theatre construction.

Barbara Keltner, 19, Daughter of Goetz

CINCINNATI, July 26.—Mrs. Barbara Joan Keltner, 19, daughter of Joseph F. Goetz, former manager of the Capital and Shubert theatres here, died of polio in her home in Dayton after weeks of illness.

Goetz is now commanding officer of the Armed Forces professional entertainment bureau in Washington.

NEWS in Brief . . .

WASHINGTON, July 26.—The special Wage Stabilization Board panel studying wage control policy for the film industry and other industries exempt from price control has not yet submitted its report to the board.

Officials said that while the main report has been completed, several dissenting and separate concurring reports have not yet been submitted to panel chairman Ted Kheel by the members, and that Kheel will not turn over the report to the board until all sections are in. Kheel is reported to have notified the board that the report "may be in by the end of the month."

•

HOLLYWOOD, July 26. — Novelist Hannah Smith has filed in Superior Court here an action seeking $100,000 from 20th Century-Fox on the ground the company used "For Heaven's Sake" as the title for a picture after she had submitted a published novel bearing that title to the studio.

The complaint charges that the studio's use of the title damaged sales of her book, published by Little, Brown & Co., by misleading the public into thinking the film was from the novel.

•

WASHINGTON, July 26.—The House today beat down, 167-136, a Republican motion to cut from $85,000,000 to $70,000,000 the funds for the State Department's Overseas Information program during the 1951-52 fiscal year.

The requested funds include a substantial expansion of the film division.

•

Washington, July 26.—The House today approved a bill to exempt free admissions for members of the Armed Services from the Federal admissions tax. At present, such passes are taxed on the basis of the tax on the regular established price.

•

Henry Drehlich, veteran color technician, has been appointed a color consultant to producers using the Brooklyn Tele-Film Studios here, A. B. Schneider, president of the studios, has announced.

•

BUFFALO, July 26.—The annual golf party and dinner of Variety Club Tent No. 7 of Buffalo will be held Aug. 6 at the Transit Valley Country Club in East Amherst, N. Y. Jack Chinnell of RKO is chairman of the event.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Mayer Not Leaving Compo Post Abruptly

Hollywood, July 26.—Despite his announced desire to resign as executive vice-president of the Council of Motion Picture Organizations with the expiration of his one-year contract Aug. 10, Arthur L. Mayer said today he intends to remain for "as long as I can be helpful" to Robert J. O'Donnell, national director of the industry's film jubilee campaign starting in September.

Many observers here believe Mayer will be prevailed upon to continue in his COMPO post indefinitely.

'Customary' Bonuses Approved By WSB

WASHINGTON, July 26.—The Wage Stabilization Board today authorized firms to continue certain customary bonus practises without counting such bonuses against the wage ceilings.

For the time being, until the salary stabilization board works out regulations of its own on bonuses, the same rule will apply to bonuses to salaried workers.

Under the Wage Board's ruling, firms can go on paying bonuses without specific board approval and without counting them against the ceiling provided they are not paid more often than every three months and are not an incentive-type bonus tied to the hours of work. This would okay such practises as Christmas bonuses or end-of-the-year bonuses.

Macy's 'Picture of Month' Off to Sept.

Macy's "Picture of the Month," a cooperative public relations feature arranged between the department store and the Organization of the Motion Picture Industry of the City of New York, has been delayed in starting from August until September, it was learned here yesterday.

Victor Ratner, Macy's advertising-publicity vice-president, is handling the details of the store's promotion, which will include newspaper ads, window and counter displays, while Lynn Farnol, special consultant to the industry group, is liaison with the distributors here.

2 'Alice's' in Boston Bow Within 200 Ft.

BOSTON, July 26.—The public here next week will be confronted with two theatres both located on Washington St. and within 200 feet of each other playing different film versions of "Alice in Wonderland."

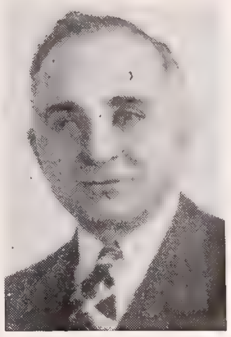
Lou Bunin's "Alice," released in this country by Souvaine Films will open at the Translux on Monday while Walt Disney's "Alice" will open at the RKO Memorial on Tuesday.

FILL THAT
EMPTY SEAT...
ADVT.

Speakers at Seminar

Ned Depinet

H. A. Cole


Benjamin Berger

Seminar Views Ad Problem

(*Continued from page* 1)

David Lipton, Universal-International director of advertising and publicity.

Lipton and others advocated exhibitors to allocate a portion of their advertising appropriation to promote "movies" as an entertainment institution instead of the promotion of a single attraction.

Hackneyed advertising copy, misleading illustrations, frayed adjectives, banal exaggerations and other much-discussed factors came in for a general lambasting, largely without concrete suggestions for improvement beyond the unanimous contention that truth-in-advertising is the best policy. The most definite recommendation came from Virginia Kellogg, screenwriter, who argued for directing advertising toward the nation's women, who, she said, control 90 per cent of all family expenditures, adding that, "women are more interested in romance than in sex."

Ben Marcus of Allied recommended preparation of special pressbooks and accessories for small town exhibitors, whose needs, he said, are special and facilities limited.

Two suggestions from the floor were taken in hand by COMPO president Ned Depinet for investigation and probable action at the next COMPO meeting in December.

Sidney Meyer, co-owner of Wometco Theatres, Inc., Miami, Fla., suggested that the industry's own shorts, now reduced to 16mm. and available from the Motion Picture Association of America, be released for televising under suitable conditions. Depinet pointed out that many legalistic problems will have to be investigated before this can be done.

Tom Edwards, Midwest circuit owner, proposed that COMPO make and release a monthly newsreel composed of material designed to counteract the false impressions about the industry and its people caused by the sensationalized news stories, articles, commentators, etc. This proposal, roundly favored by the gathering, also will be taken up at the December meeting.

Another suggestion contemplates the distribution of a weekly information sheet by COMPO to keep exhibitors abreast of each other's experience, so that workable promotional ideas, operating plans, etc., can be quickly adopted and unworkable methods so branded and abandoned.

Trailers were discussed briefly, with agreement, as to their value, being general, but as to content and length the feeling was somewhat mixed. Studio trailer producers explained intrinsic trailer problems, unknown to exhibitors heretofore, and welcomed suggestions advanced.

Discussion of titles, on which not even Hollywood has ever found agreement, came to a close with Depinet's observation that titles are like art, with nobody ever sure about anything until it's stood the test of time.

Ben Berger, of Allied, and Allen Rivkin, of the Screen Writers Guild, were co-chairmen of the morning session.

Arthur L. Mayer, executive vice-president of COMPO, speaking on "Movie Town U.S.A." plans, revealed that weekly radio programs over 462 stations will be maintained throughout the campaign period. Eighty to a hundred film personalities will tour the country during the first week, visiting communities, meeting civic officials, newsmen, and representatives of local organizations, but not appearing in theatres. Mayer also announced that Samuel Briskin, production executive and vice-president of Liberty Films, has accepted the West Coast chairmanship of the campaign.

Bob O'Donnell, head of the Interstate Circuit of Texas, was the first speaker at the "Public Relations" session, citing industry achievements in Texas as examples of public relations activity that has proved its merit. Uppermost on his list was the Texas soil erosion program, sponsored by the industry at a cost of $1,000,000. The Southwest Medical Research Foundation and the Boys' Ranch were other projects he mentioned. He suggested to the industry in this area that it finance scholarships at local colleges and universities to develop creative talent, as well as to promote healthy public relations.

Other speakers on "Public Relations" were Walter Wanger, Art Arthur, of the SWG, Ronald Reagan, president of the Screen Actors Guild, Karl Tunberg, writer, and Sherrill Corwin.

The Motion Picture Industry Council entertained delegates at cocktails and dinner at the Crystal Room of the Beverly Hills Hotel following the meeting.

As the giant Goliath fell before the boy David, so did David the King fall before Bathsheba, the adulteress!

SOON
20th Century-Fox
brings you
DAVID AND BATHSHEBA
Captured in Color by
TECHNICOLOR
STARRING
GREGORY PECK
SUSAN HAYWARD
with
RAYMOND MASSEY · KIERON MOORE
and a cast of many thousands!
Produced by DARRYL F. ZANUCK · Directed by HENRY KING
Written for the Screen by PHILIP DUNNE

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA WRITE TO "DAVID and BATHSHEBA!", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 BILLION-READER ADS FOR DAVID AND BATHSHEBA

NSS Suits

(*Continued from page 1*)

tor, Rio Haven Inc., on behalf of all the independent exhibitors of the nation. National Screen moved to dismiss the action insofar as it purported to speak for exhibitors generally. NSS claimed that the plaintiff had no right to bring a "representative" action for all independent exhibitors of the nation, and that, therefore, plaintiff should not be permitted to maintain such an action. The U. S. District Court sustained National Screen's contention and dismissed the action.

In another action by several poster-renters in Philadelphia headed by Panzer and Lawlor, charging that National Screen was a monopoly and joining all of the motion picture companies as conspirators in monopoly and restraint of trade, the court found that there was no evidence of conspiracy on the part of National Screen and the motion picture distributing companies, and therefore denied a motion for summary judgment sought against the various companies. The court also found that there was no evidence of any abuse of power on the part of the defendants. The court, however, found that since National Screen was the exclusive licensee to manufacture and distribute standard accessories for the companies, that as a matter of law such combined power, even though not abused, constituted monopoly.

The court found that the poster-renters had received sub-licenses from National Screen to distribute such standard accessories, but that the power to terminate such licenses or not grant them ought not to exist. The court therefore granted plaintiff's motion and requested the submission of suggestions by both sides with respect to preserving the competitive situation between the poster-renters and National Screen. A hearing has been ordered by the court on the suggestions.

NPA 'Court'

(*Continued from page 1*)

ing from a misunderstanding or lack of information. The commissioners would have power to withhold priority assistance from a company and withdraw or withhold allocations.

Resume O. Deliveries

(*Continued from page 1*)

tion, and film haulers Edward Johnson, George Thomas and Art Marchand.

The strike had affected delivery of prints in several hundred Northern Ohio theatres, but Greater Cleveland houses remained unaffected since they are owners of a privately operated city film delivery service.

MR. EXHIBITOR!
ONLY 22 WEEKS
TO XMAS...
Aladdin

First 'Controlled' TV Test Set By NCAA for Football

The first clear-cut test of the effect of television on rival entertainment will emerge from the National Collegiate Athletic Association's plan for "controlled" television of college football games this fall. The nation's universities, whose box-office from football each fall pays the way for other sports programs, have joined together to find out just what happens when their attraction is available free on television, and what happens when it isn't. Other entertainment media, including motion pictures, will be extremely interested observers.

Maps Plan

The NCAA television committee, headed by Tom Hamilton, has mapped out a plan whereby home television viewers can see a major football game on seven Saturday afternoons this fall, but on three Saturday afternoons no game will be available. Meanwhile, other college games throughout the country will be played before stadia crowds only, or in some instances, before paying patrons in TV-equipped theatres.

Weighing and assaying the results of this "controlled experiment" will be the National Opinion Research Center of the University of Chicago. When the pigskin season is over, a good many of the troublesome questions about TV and its effect on rival box-offices should have better answers.

NCAA Deal Aids Theatre 'Grid' TV

Negotiations for exclusive theatre telecasts of college football games this fall are expected to be speeded by the designation of Westinghouse Electric as the sponsor for the seven games to be made available to home receivers.

Westinghouse now has a go-ahead signal from the television committee of the National Collegiate Athletic Association to sign up seven games for the 10-week period between Sept. 22 and Nov. 24. Three Saturday afternonos will be blacked out as far as home television is concerned.

Theatres are free to make exclusive deals for any games not on the Westinghouse schedule. Until now some of the big name colleges have been reluctantly to sign with theatres, as the fees Westinghouse is willing to pay will undoubtedly exceed the returns from theatre TV in its present experimental basis. Once the home telecast schedule is set, it shouldn't take long to sign up the choice remaining open dates.

United Paramount Theatres which telecast the Big 10 games last year on an exclusive basis, and Theatre Network Television, which under Nathan Halpern's aegis handled the theatre telecasts of three prizefights, have been the most active in working with the NCAA. They are expected to be the first to come up with a football slate for the theatres.

Gulf States Meet

(*Continued from page 1*)

while on the following day a round of fun will include golfing, fishing and other sports activities.

The date of the meet, originally set earlier, was pushed back because it conflicted with state elections in Mississippi.

20th's Color TV

(*Continued from page 1*)

"will be specially geared for theatre color television and will in no way conflict with the present production for home reception. Indeed, there can be no doubt that the inauguration of theatre television will spur all television programming to higher standards for general public benefit."

The Eidophor system, developed by the Swiss Institute of Technology, Zurich, Switzerland, was acquired by 20th-Fox last February.

The GE television equipment will consist of a simplified 3-color TV camera and associated studio gear which will produce pictures of higher definition than are available with present TV broadcast standards of 525 lines, 20th-Fox said.

Dr. W. R. G. Baker, G.E. vice-president, said his company's engineers in Syracuse will immediately build the special equipment to be used with the 20th-Fox-Eidophor-CBS color television theatre system.

Twentieth Century-Fox engineers, working closely with the engineers of the Swiss Institute, CBS and General Electric, expect to be ready for a demonstration of large screen color television sometime this year.

Theatre TV

(*Continued from page 1*)

owners of home TV sets. Marks and other committee officials met yesterday and today with the FCC officials, with much of the discussion centering around the theatre TV hearings.

The Marks group will file a brief opposing the grant of frequencies to theatre TV. They were told they would have plenty of time, probably until early October, to file this brief, since the hearings are going to be postponed until the end of November.

This word would indicate that the present Aug. 15 deadline for witnesses to file outlines of evidence will be pushed back about 60 days.

There have been repeated reports of the likelihood of a postponement in the theatre TV hearings but the Marks report is the most definite word yet. So far, there has been no official FCC announcement of any delay.

F & M TV Plan

(*Continued from page 1*)

large-screen showings of sports and other major events.

The application pointed out that the auditorium and large-screen TV facilities could also be used for certain types of public service programs. The Commission was told that based on the long experience of its key personnel in the production and entertainment fields, the company hoped to produce some programs suitable for network distribution. The application was filed on behalf of St. Louis Amusement Co. by attorneys Russell Hardy and John F. Clagett.

Dion Sells Drive-in

BUFFALO, July 26.—Walter Dion has sold the Lockport drive-in theatre in Gasport to George F. Tatar of Buffalo.

No Favoritism in MGM's Relief Plan

With a view to correcting the possible impression that M-G-M's plan for providing flood-stricken theatres with reduced rental relief will be applied exclusively to small theatres in the Kansas-Missouri territory, a sales department spokesman said yesterday:

"While it is obvious that the need for relief will center mainly around small operators, the general policy is to give relief wherever needed."

Vote on Merger

(*Continued from page 1*)

will meet for a similar vote in the company's board room in the RCA building here. The majority of the ABC stock is owned by Edward J. Noble, board chairman.

Under terms of the UPT charter, a two-thirds majority is needed to approve the merger. It is understood that enough proxies in favor of the proposal have been received to make a favorable vote a virtual certainty. UPT recently reported an overwhelming early majority in favor of the merger.

Plans for the merger of the two companies under a stock exchange deal were announced on May 23 by Leonard Goldenson, UPT president, and Noble. Goldenson will head the new company, to be known as American Broadcasting—Paramount Theatres, Inc.

Awaiting action by the Federal Communications Commission is a petition for approval of the deal.

Dipson Appeal

(*Continued from page 1*)

attorney for the Justice Department, had argued in behalf of Dipson, while the defendants were represented by counsel as follows: Edward Raftery, Warners and United Artists; Frank Raichle, Buffalo Theatres, Loew's and Paramount, and Sid Pfeiffer, RKO Pictures and 20th Century-Fox.

Wright had claimed the lower court's ruling was completely contrary to the Supreme Court's decision in the Paramount and Jackson Park cases.

The District Court threw out the Dipson claim on the ground that Paramount and Loew's in pooling their Buffalo theatre interests and in favoring the theatres involved with product, were not monopolizing or restraining trade, nor were the other distributors who favored the Loew's-Paramount houses.

New 20th Branch

(*Continued from page 1*)

U. S. and Canada, will be under the supervision of Southern division sales manager, Harry G. Ballance, and will be opened Dec. 1.

WHEN YOU WANT A GOOD
SPECIAL TRAILER
AND WANT IT QUICK
LET FILMACK MAKE IT!
NEW YORK
630
NINTH AV.
FILMACK TRAILER CO.
CHICAGO 5. . . . . 1327 S. WABASH AVE.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 20 NEW YORK, U. S. A., MONDAY, JULY 30, 1951 TEN CENTS

UPT 'Holders Hear of June, July Upswing

Goldenson Report Made; ABC Merger Approved

United Paramount Theatres stockholders who on Friday voted to approve the proposed merger of the company with the American Broadcasting Co., were told by Leonard Goldenson, UPT president, that theatre revenues for June and July "compare very favorably" with the grosses for the same months a year ago.

Leonard Goldenson

Admitting that returns in May were "extremely bad," Goldenson said that June grosses were equal to those of

(*Continued on page 3*)

See 'Rebellion' If Rentals Boosted

Citing reports that high-rental terms will be sought by some distributors for forthcoming quality pictures, Wilbur Snaper, president of New Jersey Allied, warned at the weekend in a bulletin to members that such sales policies could stir up a "rebellion"

(*Continued on page 2*)

Theatre TV Only 'Adjunct': Goldenson

Theatre television is "only an adjunct" to the main business of showing feature films, Leonard Goldenson, UPT president, said at the stockholders meeting on Friday. He confirmed that UPT will go ahead with its extensive installations of theatre TV but he could see no more than "12, 15 or 18 events a year" suitable for large screen showings.

"We've always tried to give the public whatever they may want," he said. "We want to be sure there's no excuse for not going to the movies."

THEATRES ARE FREE TO USE RELAY FACILITIES; COY

WASHINGTON, July 29. — Federal Communications Commissioner Wayne Coy says the Commission has no authority to interfere with the way common carriers use their relay facilities, and that they are free to use them for exclusive theatre television without having to come to the FCC for specific approval.

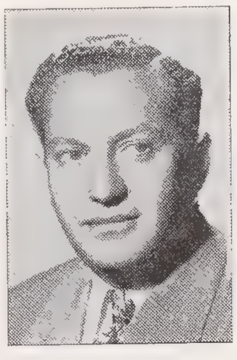
Coy made the statement in answering Rep. Patterson (R., Conn.) who last week protested the exclusive theatre telecasting of boxing matches and other sports events.

The Bell Telephone System, Coy said, is a common carrier for intercity TV transmission and can make its facilities available "to broadcasters,

(*Continued on page 2*)

W.B. District Heads To Meet Aug. 16-17

Ben Kalmenson, Warner Bros. vice-president in charge of distribution, has called a two-day meeting of the company's district managers at the home office, Aug. 16 and 17. Plans for Warners' forthcoming fall and winter product will be discussed.


Ben Kalmenson

District managers who will attend the meeting will be Norman J. Ayers, Eastern; Robert Smeltzer, Mid-Atlantic; F. D. Moore, Central; Harry Seed, Midwest; Hall Walsh, Prairie; W. O. William-

(*Continued on page 3*)

McCarthy in Jubilee Post

HOLLYWOOD, July 29.—The appointment of Charles E. McCarthy, director of information for the Council of Motion Picture Organizations, as advertising, publicity and exploitation coordinator of the industry Jubilee drive this fall was announced at the weekend by Robert J. O'Donnel, national Jubilee director.

Charles McCarthy

McCarthy will assume his duties at once. Meanwhile, Barret McCormick chairman of the advertising and publicity committee of the Motion Picture Association of America, has called a meeting for Tuesday in New York of all the advertising and publicity heads of

(*Continued on page 3*)

Golding Resigns As 20th's Pub. Manager

David Golding has resigned as publicity manager for 20th Century-Fox. He will continue his duties until Aug. 10. Golding, who said he will take "an extended, overdue vacation," did not announce his future plans.

Charles Einfeld, vice-president in

(*Continued on page 3*)

See Seminar Uniting Entire Industry Behind Jubilee

HOLLYWOOD, July 29.—Peace—and it was wonderful—dwelt unruffled over the Council of Motion Picture Organizations three-day exhibition-production seminar that could have busted open at seams any minute but never did.

COMPO president Ned E. Depinet said at the opening session, "I am sure that only great good will accrue from these discussions."

COMPO's executive vice-president Arthur L. Mayer told the MOTION PICTURE DAILY as the seminar ended, "The success of this round table meeting far exceeded my rosiest expectations."

The seminar wound up in a rash of similar expressions from all quarters, reflecting the unified opinion that the "great good" forecast by Depinet had in fact accrued.

In the final minutes of the closing

(*Continued on page 2*)

U.S. Moves to Bar Joint UA, 'U' Officials

Also Asks UA to Offer ELC Assets for Sale

The three-judge Statutory Court here has set Oct. 25 for a hearing on a move by the Department of Justice to amend the "Little Three" decree of Feb. 8, 1950, to prevent Universal and United Artists from having "common officers, directors or agents with any other motion picture company," and to oblige UA to put up for sale for a limited time the Eagle Lion Classics assets it acquired recently.

The Justice Department on Friday obtained a "show cause" order signed by Judges Hand, Cox and Goddard which Universal and UA are required to answer by Aug. 31.

Under the order the companies are required to show why the decree shall not be amended (a) to prohibit the companies from having common officers, directors or agents with any other motion picture company, (b) to

(*Continued on page 3*)

Govt. Acts to Oust 2 From RKO Board

The Department of Justice obtained at the weekend a "show cause" order signed by the three-judge statutory court with a view to removing Maurice H. Bent and J. P. Dreibelbis from the board of RKO Theatres Corp.

James T. Brown's resignation from

(*Continued on page 3*)

UK Talks Continue; Outlook Is Dark

London, July 29. — Another meeting between the U. S. delegation and the full British Treasury team was held Friday, and another meeting looking to renegotiation of the Anglo-American film remittance agreement is due to be held either tomorrow or Tuesday.

Chancellor Hugh Gaitskell's latest declaration on Britain's adverse dollar balance and a new order freezing company dividends are viewed as prohibiting any considerable concessions being made to the American film delegation.

Personal Mention

SAM SPIEGEL, producer, will return to London today from here after flying in for the weekend for talks with United Artists executives.

•

ALFRED H. TAMARIN, United Artists publicity director, will return to his desk here today following a two-week vacation.

•

CLARENCE GREENE and RUSSEL ROUSE, the writing-producing-directing team, will arrive here today from Hollywood.

•

ROBERT W. COYNE, COMPO special counsel, is due back here from the Coast today.

•

HERB CROOKER of M-G-M's publicity department here is vacationing this week on Long Island.

•

BILL ORNSTEIN of M-G-M's publicity staff here has left for a week's vacation at Cape Cod.

NPA Last Quarter Allocations Set

WASHINGTON, July 29. — Motion picture firms will get smaller government allotments of steel and copper in the fourth quarter than they did in the third quarter, but a larger amount of aluminum.

The National Production Authority today made public the amount of steel, copper and aluminum that will be allocated by its film branch during the fourth quarter under the Controlled Materials Plan. There will be 8,320 tons of steel as against 8,909 in the third quarter. The fourth quarter copper figure will be 1,420,000 pounds as against 1,862,000 pounds in the preceding three months. But the aluminum figure will be up from 2,810,000 to 3,750,000.

Ludwig, 55, Exhibitor

MINNEAPOLIS, July 29.—John Ludwig, 55, owner of the three theatres in Jamestown, N. D., died here July 21. Owner of the Star, State and a drive-in in Jamestown, he entered the film business with Paramount in 1925. Although owning theatres out-of-state, he continued his residence in Minneapolis.

Continues Exemption

WASHINGTON, July 29.—The price control exemption for film admissions and rentals would be continued through June 30, 1952, under the final House-Senate controls bill agreed on over the weekend.

Pickman to Nevada

Jerry Pickman, Paramount director of advertising, publicity and exploitation, and Mort Nathanson, publicity manager, left here at the weekend for Elko, Nevada, for the world premiere of "Here Comes the Groom." They are due back later in the week.

TV Practices Group Charges Theatre Television Is Illegal, No Public Service

Washington, July 29.—The Fair Television Practices Committee, New York outfit set up to fight losses of programs by home TV set owners, has issued another blast at theatre television.

Theatre TV is illegal, said a report prepared by committee chairman Jerome W. Marks and secretary Max Pfeferblum. The report charged that large-screen TV "offers no affirmative public service as required by the Communications Act of 1934 and would violate the express purpose of the act which was to make radio and TV available to all the people of the U. S."

Marks and his aids conferred here with FCC officials Wednesday and Thursday. They plan to appear at the coming FCC hearings in opposition to granting frequencies to theatre TV.

Declaring that no precedent exists for granting theatre TV exclusive use of any publicly-owned channels, Marks said efforts are being made to stampede exhibitors into theatre television even though it is "of doubtful legality, technically unproved in the UHF, and remains unproved economically."

Theatre TV: Coy

(*Continued from page* 1)

theatre interests, or any other persons who have a legitimate use for such facilities." The arrangements for relaying the Louis-Savold and other fights to theatres were based on leasing of such common carrier facilities, Coy continued, and "did not require Commission approval."

The FCC chairman pointed out that the Commission is planning to start hearings Sept. 17 on allocating TV frequencies for theatre TV, and promised that before such frequencies are allocated, "the Commission will consider fully the questions raised by the operation of such a service."

Patteron commented that the FCC should "protect the interests of TV set owners having a concrete investment in the use of TV license and frequency grants."

Defer Jackson Pk. Petition to Oct. 29

CHICAGO, July 29.—The hearing on Loew's petition for a clarification of the Jackson Park Decree in regard to granting of clearance in the Jackson Park zone has been put over to Oct. 29 by Judge Michael Igoe of Federal District Court here.

Meanwhile "Show Boat," which was being held up by the court action, will play day-and-date at the Jeffery and the Jackson Park.

UPT Honors A. H. Blank

A. H. Blank, head of Tri-States circuit, was tendered a surprise 72nd birthday luncheon on Friday in the Yacht Room of the Hotel Astor here by executives and directors of United Paramount Theatres. Among those attending were Leonard H. Goldenson, Walter W. Gross, Robert H. O'Brien, Edward L. Hyman, Robert M. Weitman, John Bancroft, Walter Marshall, John Coleman, Nicholas Priaulx, Robert E. Kintner and James P. Murtagh.

Sal Gordon Resigns

MILWAUKEE, July 29.—Sal Gordon has resigned as manager of the Fox-Wisconsin Theatre here and as first-run district manager for the Fox-Wisconsin Amusement Corp.

Seminar Unifies

(*Continued from page* 1)

session Sam Pinanski, president of the Theatre Owners of America; Trueman T. Rembusch, national Allied president; Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, formally pledged their respective organizations to all-out support of the COMPO-sponsored fall Jubilee "Movie Town U.S.A." In addition Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, made his pledge that major studios would support the drive in every practical manner.

The Motion Picture Association of America already had pledged $350,000 to campaign purposes, with an equal amount to be added if all three major exhibitor organizations pledged participation.

Thus Bob O'Donnell, national director of the Jubilee drive, which gets under way September 30 at a dinner in Washington with President Truman attending, gets rolling with a minimum of $700,000 in the campaign kitty.

Other Results

Among the spontaneous pledges from the floor was one from Freeman to see that the film recording of SAG president Ronald Reagan's seminar address on Hollywood as is, instead of as painted, will be made in two versions, a long one for the trade's use in acquainting exhibitors and families with the real facts about production people and a short one for exhibition in theatres.

Another permanent record for trade use will be a COMPO brochure to be edited by Mayer from a tape on which the entire proceedings, sedulously sheltered from the press, were recorded.

Other enduring tangibles which may materialize as a result of the seminar include a monthly COMPO newsreel designed to refute false reports about the industry, its business and its people, and a weekly radio broadcast similarly conceived. A weekly bulletin from COMPO to its membership is another likelihood. The release of a series of industry shorts to television also is contemplated if found practicable. Bi-monthly meetings between five-man exhibitor delegations and production executives are scheduled as definite.

Newsreel Parade

THE cease-fire discussions and Gen. MacArthur's speech in Boston are high-lighted in the current newsreels. Other items include Gen. Eisenhower's new Paris headquarters and sports. Complete contents follow:

MOVIETONE NEWS, No. 61—Cease-fire agenda adopted. Gen. MacArthur welcomed in Boston. Gen. Eisenhower opens Paris headquarters. U. S. jets sent to Europe. Parachutes land record load. Fireworks show. Fred MacMurray christens plane. Sports.

NEWS OF THE DAY, No. 295—French honor Gen. Eisenhower. Reds crack down; truce parley resumed. Gen. MacArthur's speech on U. S. Korean policy. Frank Costello in the news. Fireworks in Japan. Summer skiing. Navy tug-of-war. Acrobatics.

PARAMOUNT NEWS, No. 98 — Korea: reach agreement at Kaesong. Boston: Gen- MacArthur denounces appeasement in speech on Korea. Washington: young delegates view government first hand. Gen. Eisenhower's Paris headquarters. Day at the races.

TELENEWS DIGEST, No. 30-B—Washington: conditions for cease-fire. Korea: road to Kaesong. Gen. Eisenhower's headquarters. Air Force war room in Pentagon. Japan: flood disasters. Australia: aftermath of avalanche. Venice: gondoliers on strike.

UNIVERSAL NEWS, No. 477 — Korea: cease-fire nears. Gen. Eisenhower in new headquarters in Paris. Gen. MacArthur's speech in Boston on Korea. President Truman greets youth. Tokyo fireworks display. Roller hockey. Tug-of-war.

WARNER PATHE NEWS, No. 99—Worldwide search for peace. Washington Congressmen's harmonies aid wounded vets. Paris: French find use for water at last. News flashes from the world of sport: Arlington Futurity thrills fans.

Sees 'Rebellion'

(*Continued from page* 1)

among exhibitors. Snaper's statement did not specify companies or pictures.

Snaper held that part of the recent business decline "can be attributed to lack of quality and/or quality pictures that were released by many companies. The public stopped buying what we had to sell."

"If the distributor prevents the theatres from running new pictures of better quality by a distasteful sales policy," wrote Snaper, "he will again be harming us and hurting not only the theatre owner, small or large, but also himself. If this policy does come about," he added, "the distributor may face a resistance that might very well be termed a 'rebellion' among the exhibitors in the country."

It is likely that the subject will come up for discussion at the annual election-meeting which New Jersey Allied will hold tomorrow at the Berkeley-Carteret Hotel, Asbury Park.

Martin-Lewis Score

CHICAGO, July 29. — Martin and Lewis opened to absolute capacity business Friday at the B. and K. Chicago Theatre here and appear to be headed toward a record smashing gross of at least $120,000 for the week.

The house record of $113,000 was set by Jack Benny in May, 1947. There apparently is no resistance to the admission of $1.25 being charged for the Martin and Lewis personal appearance. The regular top at the Chicago is 98 cents.

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UPT Meeting

(*Continued from page* 1)

he same month last year, and that he July returns are running ahead.

Goldenson attributed the increase rimarily to the "superior quality of eature films in release" and expressed he hope that it is the beginning of trend which will eventuate in stable perations on a "satisfactory and vholesome profit level."

Goldenson emphasized that the proposed merger of the circuit and the etwork does not mean that UPT is essening its interest in exhibition. Saying that the theatre has had its ps and downs since the days of Greek mythology, the UPT president aid that the company expects to coninue profitable operation of key theares in important cities.

Liquidation of theatres is taking place under the consent decree and in the sale of "fringe" theatres, which Goldenson defined as small or obsolete houses which do not lend themselves to the UPT type of operation.

The business before Friday's speial meeting at the Hotel Astor was oting on the proposed merger, which vas approved by 2,519,840 shares and pposed by 23,890 shares. At the ame time, ABC stockholders were neeting at the ABC board room and hey also voted, almost unanimously, o approve the merger.

Robert Kintner, ABC president and lated to head the radio-TV division f the new company, and C. Nicholas Prilaux, ABC treasurer, visited the JPT meeting after their own meetng concluded.

Next step for the merger is approval by the Federal Communicaions Commission, which has petitions rom both UPT and ABC before it. Asked when a decision by the FCC ould be expected, Goldenson hazardd a guess of "about Oct. 1."

Goldenson also reported on his tour, ccompanied by Kintner, Robert H. O'Brien, UPT secretary-treasurer and cheduled to become executive viceresident of the radio-TV division of he new company, of ABC's physical roperties last month. He termed ABC's television facilities in Los Aneles "the best in the U.S." and said hat ABC's expansion program now nder way will put it in a position to neet the increased demands which vill result from the growth of televiion.

In addition to O'Brien, UPT viceresident Robert Weitman will beome vice-president of the radio-TV livision, in charge of programming. Edward J. Noble, major ABC stockolder and chairman of its board, will e a director of the new company and hairman of its finance committee. Other ABC directors who will join he board of the new company are Carl E. Anderson, Robert H. Hinckey, Kintner and Owen D. Young.

The merger will be accomplished y an exchange of UPT preferred nd common shares for the 1,689,017 shares of $1 par ABC capital stock. Each ABC capital share now held will be exchanged for $7.50 in common stock of the new American Broadcasting-Paramount Theatres, Inc., measured at $19 a share, and $7.20 of preferred stock measured at par value.

The preferred stock of the new company will have a five per cent dividend rate with an annual sinking fund of four per cent of the initial aggregate par amount issued, approximately $12,000,000. The merger will be a tax free reorganization.

The capitalization of A. B. P. T. will consist of an authorized and outstanding issue of 608,047 shares of $20 par value five per cent preferred stock and an authorized issue of 5,000,000 shares of $1 par value common stock of which 3,927,931 shares will be outstanding.

FILL that empty seat . . . thru
CREATIVE
IMAGINATION!

TV Industry Asks Profits Tax Relief

Washington, July 29.—Television broadcasters on Friday asked the Senate Finance committee to ease the impact of the excess profits tax on their industry.

Outlining various technical suggestions for doing this, John B. Poole, representing the Television Broadcasters Tax Committee, said the 1946-49 base periods in the law were developmental years for telecasters and that any tax based on improvement over that period would unduly penalize the industry.

W.B. Meeting

(*Continued from page* 1)

son, Jr., Southeastern; Doak Roberts, Southwestern; Henry Herbel, West Coast, and Haskell Masters, Canadian.

Home office executives who will attend include Major Albert Warner; Samuel Schneider, vice-president; Mort Blumenstock, vice-president in charge of advertising and publicity; Norman H. Moray, short subjects general sales manager; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division sales manager; John F. Kirby, Southern division sales manager; Edward E. Hinchy, playdate department head; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges, and Ben Abner, Metropolitan branch manager.

'David' Premiere at Rivoli on Aug. 15

"David and Bathsheba," Darryl F. Zanuck's Technicolor production, will have its premiere at the Rivoli Theatre here Wednesday night, Aug. 15. Coming from Hollywood for the premiere will be Gregory Peck, Francis X. Bushman and Walter Talun.

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U.S. Moves

(*Continued from page* 1)

provide that no officer, director or agent or any person acting in executive capacity for Universal or United Artists may act as counsel for any other motion picture distributing company, (c) to provide that UA shall not acquire an interest in any other producing, distributing or exhibiting company without securing permission of the court upon a showing that such acquisition shall not unduly restrain competition, (d) to provide that for a period of 60 days UA shall offer on "reasonable terms" all the assets it has acquired from Eagle Lion Classics to any person or company not connected with any of the defendants in the *U. S.* vs. *Paramount* case.

The order cited Arthur B. Krim's position as president of UA and Robert Benjamin's positions as president of the J. Arthur Rank Organization of the U. S. and a director of Universal, and having a financial interest in UA, and pointed out that both, meanwhile, are members of the New York law firm of Philips, Nizer, Benjamin & Krim, whose other members are attorneys for other film companies.

Attempts to reach Robert Benjamin, J. Arthur Rank Organization (US) president, for comment on the Department of Justice's action, were unavailing in New York at the weekend. Arthur B. Krim, United Artists president, is in Hollywood.

Govt., RKO Board

(*Continued from page* 1)

the board was sought also in the order. However, Brown's resignation, reportedly at the insistence of the Department, was given recently.

The affidavit which the Government filed in seeking the order identified the three as having been selected as directors by Howard Hughes or the latter's representatives. Dreibelbis is associated with Bankers Trust here, an institution which has been active in financing the RKO companies and other Hughes' projects. Brown is associated with Mellon Bank, Pittsburgh, a representative of Hughes, whose 24 per cent stockholding in RKO Theatres is trusteed by Irving Trust.

The court set Oct. 18 for hearing of evidence in support of or in opposition to the order which directed the company to show why the directors named should not be removed.

Name McCarthy

(*Continued from page* 1)

the major companies for the assignment of various projects in the COMPO-sponsored campaign.

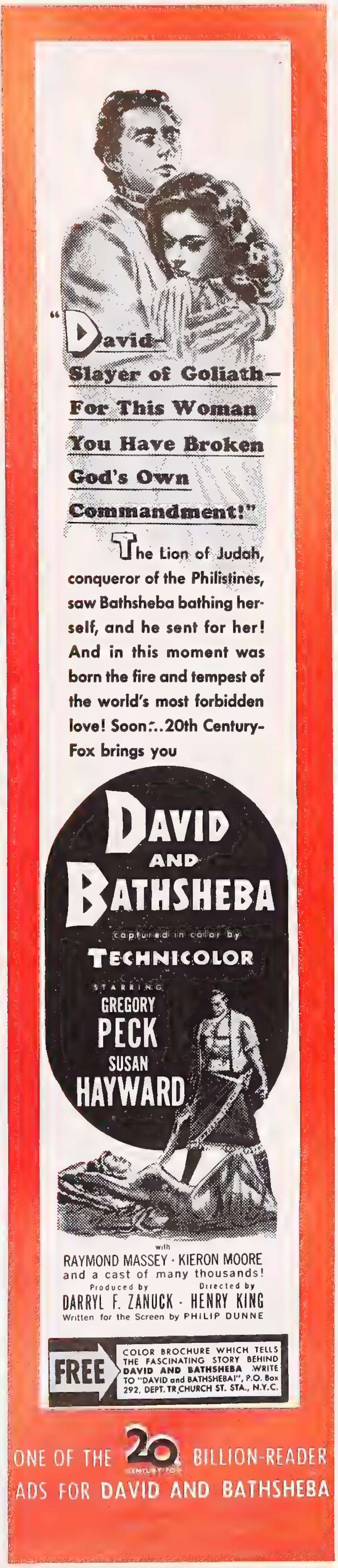
O'Donnel, who left here at the weekend for his home in Dallas after attending the seminar conference, is expected to arrive in New York Aug. 8 to assume his new duties.

Golding Resigns

(*Continued from page* 1)

charge of advertising, publicity and exploitation, speaking for the company, said: "The resignation has come as a surprise and we are accepting it with great reluctance and regret."

Golding has held the post since early in 1949.



"David—Slayer of Goliath—For This Woman You Have Broken God's Own Commandment!"
The Lion of Judah, conqueror of the Philistines, saw Bathsheba bathing herself, and he sent for her! And in this moment was born the fire and tempest of the world's most forbidden love! Soon:..20th Century-Fox brings you
DAVID AND BATHSHEBA
captured in color by
TECHNICOLOR
STARRING
GREGORY PECK
SUSAN HAYWARD
with
RAYMOND MASSEY · KIERON MOORE
and a cast of many thousands!
Produced by DARRYL F. ZANUCK · Directed by HENRY KING
Written for the Screen by PHILIP DUNNE
FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA. WRITE TO "DAVID and BATHSHEBA", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.
ONE OF THE 20 CENTURY FOX BILLION-READER ADS FOR DAVID AND BATHSHEBA

There is positively **NO LIMIT!** to the business that can be done at your boxoffice when you give the public what it wants—*and it wants*

MARTIN and LEWIS

in Paramount's

THAT'S MY BOY

Never in the history of the business has business been better than it is right now! Read these record-breaking reports from the first 5 engagements . . .

AND THIS IS ONLY THE BEGINNING

"RIGHT, DEAN, EVERYBODY LOVES US IN 'THAT'S MY BOY'!"
18

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Production "THAT'S MY BOY" and Co-starring RUTH HUSSEY • MARION MARSHALL • POLLY BERGEN with Hugh Sanders John McIntire • Tom Harmon • And Introducing EDDIE MAYEHOFF • Directed by Hal Walker Associate Producer, Story and Screenplay— Cy Howard

PHILADELPHIA, PA.—Stanley Theatre—38% above "At War With The Army"

ATLANTIC CITY, N. J.—Breaking all records at Warner Theatre—60% above "Welcome Stranger"

WILDWOOD, N. J.—Strand Theatre—Breaking an all-time record for 45 years—107% above "Welcome Stranger"

SALT LAKE CITY, UTAH—Utah Theatre—Topped all records—50% above "Paleface"

PROVO, UTAH—Academy Theatre—60% above "At War With The Army"

Paramount Pictures

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 21 NEW YORK, U. S. A., TUESDAY, JULY 31, 1951 TEN CENTS

Greene Forms Unit for RKO Board Fight

Hails Justice Order as Stockholders' 'Victory'

Formation of a "stockholders' protective committee" to carry forward a fight for stockholders' representation on the RKO Theatres board was disclosed yesterday by David J. Greene, Wall Street financial adviser who controls a large bloc of RKO stock.

Greene hailed the show cause order filed by the Department of Justice which asked for the removal of three directors as a "victory" in his campaign to prove that Howard Hughes, whose 24 per cent theatre holdings are trusteed, still exercises control.

The New York Statutory Court has set Oct. 18 for hearings on the government request that Maurice H. Bent and J. P. Dreibelbis be dropped as directors. A third director named by the Department of Justice as a

(*Continued on page 6*)

UK-US Pact Is Drafted

London, July 30.—Although no date has been set for the next formal meeting of the American and British negotiators to continue their discussions of a new film remittance agreement, Sir Hartley Shawcross, president of the Board of Trade and nominal head of the British negotiating team, will entertain the American delegation at a luncheon in the House of Commons tomorrow.

Observers believe that an important exchange of views on a new agreement

(*Continued on page 7*)

TV'sSelf-Regulatory Code Slated for Oct.

Washington, July 30.—Television broadcasters hope to have their new self-censorship code drawn up early in October.

The television program standards committee of the National Association of Radio and Television Broadcasters,

(*Continued on page 7*)

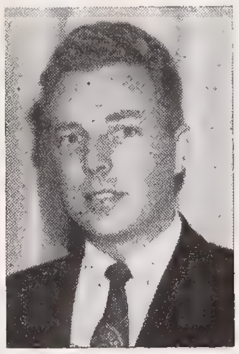
Seminar Press Good; Time, Life *Excepted*

Hollywood, July 30. — Observers here appear to be agreed that last week's exhibitor - producer roundtable conference under the sponsorship of the Council of Motion Picture Organizations received a good press.

However, they point out it remains to be seen what the *Life-Time* magazines' reporter who cornered the head men here for purposes of preparing an article designed to show that television is killing theatres, will do.

Silliphant Is E. Pub. Mgr. for 20th

Stirling Silliphant, special events manager for 20th Century-Fox, will become Eastern publicity manager on Aug. 13, Charles Einfeld, advertising-publicity vice-president, announced yesterday. The special events and promotion activities will become part of an expanded publicity operation.



Stirling Silliphant

Silliphant, with the company since 1942, was promoted following the resignation of David Golding as publicity manager, effective Aug. 10. Silliphant was previously assistant to the director of advertising and publicity for the company; assistant to Spyros P. Skouras, president, and handled special events and public information assignments while in the Navy during the war. Previously he was in West Coast publicity for three years with the Walt Disney Studios.

SPG First Annual Award to Lasky

Hollywood, July 30.—The Screen Producers Guild membership tonight unanimously chose Jesse L. Lasky to receive the organization's first annual tribute to "the individual whose work has made an outstanding historical contribution to the motion picture industry."

The honor will be bestowed at the Guild's first "Milestone Dinner," to be held Sept. 12.

$60,000forDisney's 'Alice'; $21,500 for Bunin's at Mayfair

Walt Disney's cartoon feature, "Alice in Wonderland," is setting an all-time grossing record at the Criterion, in a week that despite a rainy weekend is registering good grosses in a number of Broadway first-runs. The Criterion took in $11,487 on the opening day, the house's best single-day's gross, and the first week is expected to reach $60,000.

Also running on Broadway and in two off-Broadway houses is Lou Bunin's "Alice in Wonderland," a puppet feature. Its first week's gross at the Mayfair is estimated at $21,500, a hefty figure. The Trans Lux 72nd Street and the Midtown, both Brandt-owned houses, expect first week grosses of $8,600 and $7,900, respectively, both house records.

"Show Boat" at Radio City Music Hall appears to be building to another record-breaking run, hard on the heels of "The Great Caruso" stand. The second week will total a tremendous $165,000, which is $15,000 above the same week for "Caruso."

Among new pictures meeting a fa-

(*Continued on page 3*)

Wilmark Takes On Checking Sunday

Confidential Reports, Inc., will terminate its operation as a checking agency for its member companies on Saturday, according to an announcement made here yesterday by John J. O'Connor, chairman of the CRI board.

Willmark Service System, Inc., has contracted separately with the present member companies of Confidential Reports, to continue checking service

(*Continued on page 6*)

Compo Not Subject To Federal Taxes

The Council of Motion Picture Organizations was advised yesterday by E. I. McLarney, Deputy Commissioner of Internal Revenue, that it is exempt from Federal income taxes.

In a letter to the agency, McLarney stated that COMPO "will not be required to file income returns, unless you change the character of your organization, the purposes for which you were organized, or your method of operation."

Five Circuits Attack Merger Of UPT-ABC

Say New Combination Is Contrary to FCC Laws

Washington, July 30. — Five theatre companies today asked the Federal Communications Commission to refuse to transfer American Broadcasting Company's television and radio stations to the new United Paramount-American Broadcasting Co.

The companies, long-time adversaries of Paramount, charged that approval of the merger and transfer would create new monopoly powers and would be contrary to the FCC statutes and the public interest.

The protest, filed by attorney Russell Hardy, was made on behalf of Partmar Corp., Paramount-Hollywood Theatre Corp., Cabart Theatre Corp., St. Louis Amusement Co. and Eden Amusement Co.

While opposition to the merger was expected, this is the first formal notification to the Commission that the

(*Continued on page 6*)

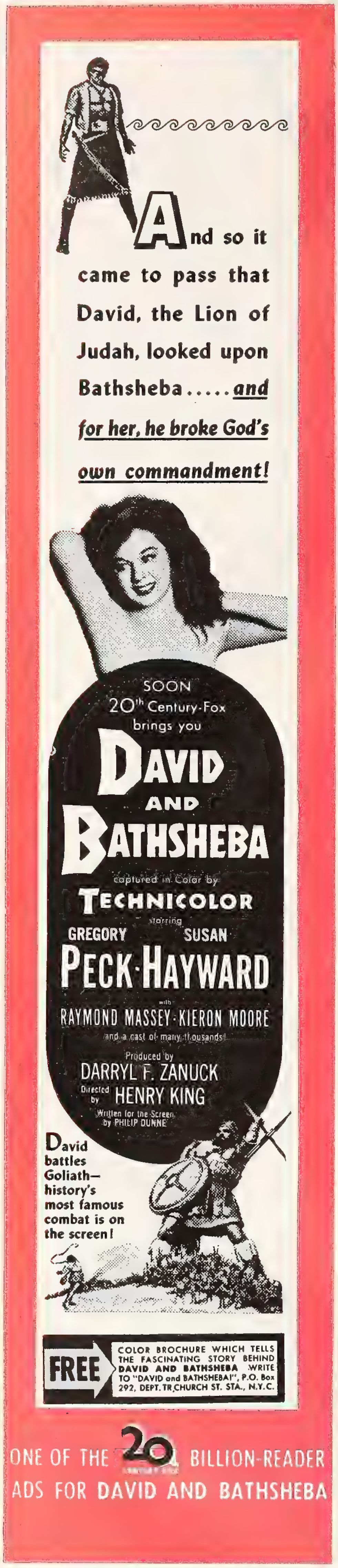
NEWS FLASHES

Washington, July 30.--A three-way split in the special Wage Stabilization Board panel on controlling film industry wages probably means a long delay in Board action on the matter, WSB officials report.

Labor members of the panel have submitted one recommendation, industry members another, and the public members a third.

•

Cleveland, July 30.--Out-of-town film shipments were halted here as 6,000 over-the-road truckers went on strike following the settlement today of an eight-day local trucking strike. Distributors are requiring prompt return of played prints.


And so it came to pass that David, the Lion of Judah, looked upon Bathsheba..... *and for her, he broke God's own commandment!*

SOON 20th Century-Fox brings you
DAVID AND BATHSHEBA
captured in Color by TECHNICOLOR
starring GREGORY PECK · SUSAN HAYWARD
with RAYMOND MASSEY · KIERON MOORE
and a cast of many thousands!
Produced by DARRYL F. ZANUCK
Directed by HENRY KING
Written for the Screen by PHILIP DUNNE

David battles Goliath—history's most famous combat is on the screen!

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA WRITE TO "DAVID and BATHSHEBA", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 BILLION-READER ADS FOR DAVID AND BATHSHEBA

Personal Mention

NATE J. BLUMBERG, president of Universal, left here yesterday for a two-week visit at the studio.

•

HAROLD FITZGERALD, president of Fox-Wisconsin Amusement Corp. in Milwaukee, has again been elected president of the Civic Progress Commission.

•

OSCAR B. COBLENTZ, JR., owner of the Alpha Theatre, Baltimore, is a patient at Union Memorial Hospital there being treated for an eye ailment.

•

CHARLES HANDEL, UA publicist, has returned to his desk here following a two-week vacation.

•

JIM SHANAHAN of Loew's Theatres publicity department here has returned from a Cape Cod vacation.

•

JAMES BUTMAN has been appointed assistant manager of the Warner Art Theatre, Springfield, Mass.

•

JOHN B. McCULLOUGH, director of the Motion Picture Association of America's technical service department, has been elected a charter member of the Society of Fire Protection Engineers.

•

ROBERT H. ANDERSON, city manager of John Hamrick Theatres, Portland, Ore., has left to join the U. S. Air Force. He is succeeded by Virgil Faulkner.

•

MRS. LESTER ZUCKER, wife of the Universal-International branch manager in Cleveland, is recovering from a broken leg.

•

JOHN CALVOCORESSCI of the Community Amusement Corp., Hartford, has resumed his duties following two weeks on Army Reserve duty.

•

CHARLES REED JONES and his wife, EVELYN, will leave here Thursday on a vacation trip to Bermuda.

Rodgers Addresses Trade Press Group

The trade press reporter plays an important part in the desiny of the industry, William F. Rodgers, M-G-M sales vice-president, declared here yesterday. Rodgers spoke as guest of honor at the first luncheon of the Film Press Writers of America at Trader Tom's.

Rodgers predicted that the organization was sure to "make an important contribution to the industry." He enumerated a list of former trade press reporters who have advanced in the industry.

During a question and answer period Rodgers declared he would be in favor of a system of arbitration for everything but rental terms.

He said he did not see any particular trend in films at present, adding that his company makes plans according to what it believes public preferences to be. Rodgers said he believed in experimentation and cited such off-the-beaten-path pictures as "The Magnificent Yankee," and "The Next Voice You Hear."

As for competitive bidding, Rodgers said there was more now than ever. He said in some instances showmen have bid excessively for pictures, and added that the company did not look with favor upon disproportionate bidding and tries to discourage it.

"Quo Vadis" will be released in the late fall, Rodgers said. No sales policy has yet been formulated on the picture, according to him.

Also present at the meeting from MGM was Henderson Richey, in charge of exhibitor relations.

Al Piccoult, FPWA president, introduced Rodgers. Mel Konecoff was in charge of arrangements.

Nat Levy's Mother

TORONTO, July 30.—Services were held here yesterday for Mrs. Mary Levy, mother of Nat Levy, RKO Radio Eastern division sales manager. Mrs. Levy died last Friday.

O'Neal, 68, Pioneer In the Northwest

PORTLAND, Ore., July 30.—Word was received here of the death of Jimmy O'Neal, 68, for many years in Pacific Northwest theatrical circles. He had recently been operating concessions. Recently he took a trip into Pacific Northwest in connection with the Variety Club, of which he was chief barker.

O'Neal was in the theatre business all his life. As a young man he was in vaudeville circuit with a partner under name of O'Neal & Walmsley. Later he was a booker for Pantages circuit and a distributor of independent pictures. At the time of his death he was 68.

Edward Darling, 60, Ex-Keith Official

Edward V. Darling, former chief booking manager for the B. F. Keith Circuit and Vaudeville Exchange, died over the weekend in St. Clare's Hospital here after an illness of eight weeks. His age was 60.

In the golden days of vaudeville Mr. Darling booked acts for the Palace Theatre and other famous vaudeville houses. He also held interests in some of the Keith theatres before his retirement in 1930.

Livingston Named Republic Manager

CLEVELAND, July 30.—Jules Livingston, Republic city salesman here for the past four and one-half years, has been appointed branch manager for the company's office in New Haven to succeed the late Jerome Lewis.

Dowden's Father-in-Law

Andrew Moline, father-in-law of Loew publicist Eddie Dowden here, died on Monday, following a long illness.

Coming Events

July 31—Allied Theatre Owners o New Jersey annual election meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.

Aug. 8—Cinema Stamp Collector meeting, Hotel Astor, New York

Aug. 14-15—Allied Theatre Owner of the Gulf States meeting, Edgewater Gulf Hotel, Biloxi, Miss.

Aug. 16-17—Warner Brothers district managers' meeting, New York.

Fairbanks Host to Trade Press Today

Douglas Fairbanks, Jr., who has returned to the United States afte three months in England where h starred in his own production, "Miste Drake's Duck," with Yolande Donla and produced the Bette Davis-Gary Merrill film, "Another Man's Poison," will be host at a luncheon for the trade press at Al & Dick's restaurant today. Fairbanks who has been active in production in association with Daniel M. Angell will discuss plans for forthcoming features and his own plans for future production now in the preparation stage.

Irving Lesser and Seymour Poe. Fairbanks sales representatives will also attend the lunch along with Max E. Youngstein, UA vice-president; and Alfred Tamarin, UA's publicity manager.

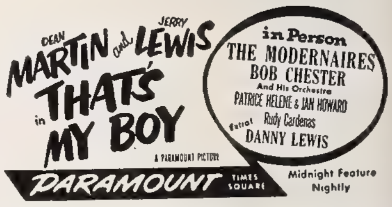
Jerry Safron Leaves U. A. Division Post

BOSTON, July 30. — Jerry Safron, United Artists district manager for New England, Philadelphia, Washington and Pittsburgh has resigned and there is no indication as to who his successor will be or whether the post will be filled.

Safron started in film distribution in 1914 with the old Mutual film company and later held managerial posts with various distributors.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation


DEAN MARTIN and JERRY LEWIS in THAT'S MY BOY
A PARAMOUNT PICTURE
in Person THE MODERNAIRES
BOB CHESTER And His Orchestra
PATRICE HELENE & JAN HOWARD
Extra! Rudy Cardenas
DANNY LEWIS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

A RECORD number of entertainment features are found in the August issue of *Seventeen* magazine, ncluding "You Have To Be A Little Crazy," a profile of stage and screen tar Arthur Kennedy, soon to be seen n Universal's "Bright Victory" and "Chuck-A-Luck" from 20th Century-Fox. The Picture-of-the-Month for August is "The River," produced in ndia, directed by Jean Renoir and eleased by United Artists. A picture tory of "Boing" describes Columbia's movie cartoon series which introduced Gerald McBoing-Boing."

●

Columbia Broadcasting System ired the highlights of the world premiere of Paramount's "Here Comes the Groom" in a special broadcast from Elko, Nevada, last night at 10:30 P.M. Ted Husing was master-of-ceremonies, reportng on-the-spot proceedings at the Hunter and Rainbo theatres, witnessed by a contingent of 100 ews and radio reporters, plus a delegation of Hollywood personalies. The program featured the tars of the film, Bing Crosby, Honorary Mayor of Elko, Jane Wyman, Franchot Tone and Alexis mith.

●

The wonderful tieups that reulted from "Father's Little Diviend" may be equalled by Metro's Texas Carnival" which will have n "Old Stove Roundup" sponsored y the American Gas Association, unning from Sept. 1st to Dec. 1st. Full page ads in the *Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, McCall's* and others, will suggest merhant tieups for the new Esther Williams' picture, with local utility ompanies and accessory stores, which will be provided with a full ne of window display materials, osters, car and counter cards and ooperative newspaper advertising y the American Gas Association.

●

A tieup set by UA special events irector, Lige Brien, with Columbia Broadcasting System will benefit "He an All the Way," the current John Garfield-Shelley Winters dramatic picure, with plugs over 400 radio staons and 27 TV stations of the CBS hain. The program provides for the ward of a New Home Sewing Mahine to a "Strike It Rich" winner, nd will appeal to the distaff side of he potential movie audience.

●

Loew's Theatres, out of town, are ending in monthly score cards of ocal critical opinion on current lms, showing what pictures were eviewed by the newspapers and ow they rated them. And this ame in handy the other day when Loew's executive was lunching ith a New York newspaper writer ho remarked that June was a bad onth for movies, but after taking look at what the critics had said n Baltimore, Toronto, Pittsburgh, Providence, Syracuse and elsewhere, ad to admit that there was a lot f room for difference of opinion ith the score card showing so any "excellent" and "very good" atings.

Review

"Little Egypt"

(Universal-International)

AN ABUNDANCE of exploitation angles have been sprinkled into "Little Egypt." The picture is in Technicolor with such attractions as dancing girls, exotic costumes and romantic cross-currents. The story is one of those affairs that meanders easily along routine lines, turning up stylized comedy here and standard crises there. Mark Stevens and Rhonda Fleming take the romantic leads with support coming from Nancy Guild and Charles Drake.

Miss Fleming plays an Egyptian dancer who decides to go to the world's fair in Chicago in 1893 to give one of her sensual, hip-tossing performances. Her dance is fanned into a scandal, and somehow gets linked with the feminist movement, and as such is aired through the courts. Fitting into the comic developments is Stevens, an American confidence man in Egypt who is out to work a fast swindle with a Nile Reclamation Project. Since Miss Fleming also knows how to swing a fast deal, both interests clash especially when Miss Fleming poses as a princess in the interest of publicity and easy money. All along Miss Fleming and Stevens have their battles, but its a cinch that they will harmonize matters in the end since they really love one another.

In the course of events Stevens makes a play for Miss Guild and Miss Fleming counters by flirtations with Drake. By the time the finale rolls around a lot of people are revealed as phonies, but what is important is that Miss Fleming and Stevens break clean and decide to affiliate maritally. Frederick de Cordova directed from the screenplay by Oscar Brodney and Doris Gilbert; Jack Gross produced.

Running time, 82 minutes. Adult audience classification. Release date, Not set.

MANDEL HERBSTMAN

Francis X. Bushman started in San Francisco recently on the first lap of his coast-to-coast tour for "David and Bathsheba," which will take him through 19 key cities and a population area of 64,000,000, in the next two months. Armed with a 60-frame film strip in color, he will lecture before opinion-making groups, women's clubs, schools and similar organizations. A full schedule of TV and radio appearances has been set up.

●

Look Magazine's issue of August 14th, which will be on the stands late this week, devotes its color cover to Universal-International's new stars, Peggy Dow, Piper Laurie, and Joyce Holden, with a five-page story of the successful program of building new motion picture stars. Special emphasis is placed on Universal's "Bright Victory" in which Peggy Dow co-stars with Arthur Kennedy. U-I and *Look*'s promotion departments are joined in a tieup to benefit the issue in connection with the release of the picture.

●

One of the country's largest manufacturers of men's formal wear will promote its fall line with a $200,000 campaign based on Tony Martin and RKO Radio's "Two Tickets to Broadway," the Technicolor musical in which he stars. Introducing the "Tony Martin" tuxedo, Rudofker's Sons, Inc., will use full pages in *Esquire* and other men's magazines, and in *Life* and the *New York Times* magazine, as well as in trade publications and local newspapers.

●

Universal has set a national tieup with Everlast Sporting Goods Manufacturing Co. for a comprehensive promotion of "Iron Man." In connection with local playdates, Everlast dealers will be provided with special window display material, and Everlast will share in cooperative newspaper advertising at the local level. A special promotion kit will be provided to enable dealers to follow through on theatre tieups. The company will salute the picture with a full-page advertisement in Ring Magazine, *and invitational previews will be held for sports writers in key situations.*

WALTER BROOKS

2,069 UK Theatres Seek Quota Relief

LONDON, July 30.—The Board of Trade reports that 2,069 theatres have made application for quota relief or exemption for the year commencing Oct. 1 next, compared with 2,272 last year. Relief has been granted to 1,355 theatres, as against 1,379 last year, and exemptions to 180, against 203 last year.

With 534 applications rejected, compared with 690 last year, over 3,000 theatres will be required to meet the full 30 per cent quota next year.

Daff in London for Rank Conferences

LONDON, July 30.—Alfred E. Daff, director of world sales for Universal, has arrived here from Paris for a short visit, preparatory to resuming his round-the-world business tour. While here he will confer with J. Arthur Rank and John Davis and will have his first meetings with Kenneth Hargreaves and Sidney Caverson since their appointments with General Film Distributors were recently announced.

United Artists Gets Sachson Production

"Mr. Peek-A-Boo," Jacques Bar's satire about a French government clerk with the power to walk through walls, has been acquired for distribution by United Artists through Arthur Sachson Enterprises, it was announced here yesterday by Arthur B. Krim, UA president. Bourvil is starred in the comedy along with Joan Greenwood, English actress. Walter Rupp directed.

Coast Unit Outdoes Palsy Mark for '50

SAN FRANCISCO, July 30.—Paramount exchange personnel here have contributed 40 per cent more to the United Cerebral Palsy drive this year than in 1950.

At a meeting called by Robert Clark, sales manager, the aims and activities of the Palsy fund were outlined.

See Martin-Lewis Setting New High

Minneapolis, July 30.—Speculation in the office of the Minnesota Amusement Co. has been running high on the expected gross for the week's stay of Dean Martin and Jerry Lewis at Radio City here starting Friday in conjunction with the opening of the team's Paramount release, "That's My Boy."

Guesses of the Maco staff are running in excess of $55,000 which would beat old records for a week set by such attractions as Will Rogers, Paul Whiteman and Thurston the Magician.

Martin - Lewis Set Detroit Record

DETROIT, July 30.—Grossing $136,000 for their week's egagement here, Dean Martin and Jerry Lewis have become the new box-office champions at the Fox Theatre.

"The boys did $42,000 better than Jack Benny, who held the record until they came along," said David M. Idzal, managing director of the Fox.

The Martin and Lewis deal was for half the gross, so Detroit fans made the comedians richer by $68,000.

NY Grosses on 'Alice'

(Continued from page 1)

vorable response at the box-office are "Rich, Young and Pretty," which will bring the Capitol about $30,000 for its first week, an okay figure since the house has no stage show costs to meet, and "Happy Go Lovely" at the Astor, which will draw a fine $20,000 in its first stanza.

Other openers are "On Moonlight Bay" at the Warner, which looks for a satisfactory $22,000 in a first week; "Francis Goes to the Races" at Loew's State; which is drawing a good $18,000, and "Comin' Round the Mountain" at the Holiday, where $7,000 is due for the first week. "Oliver Twist" opened last night at the Park Avenue and is reported to be doing well.

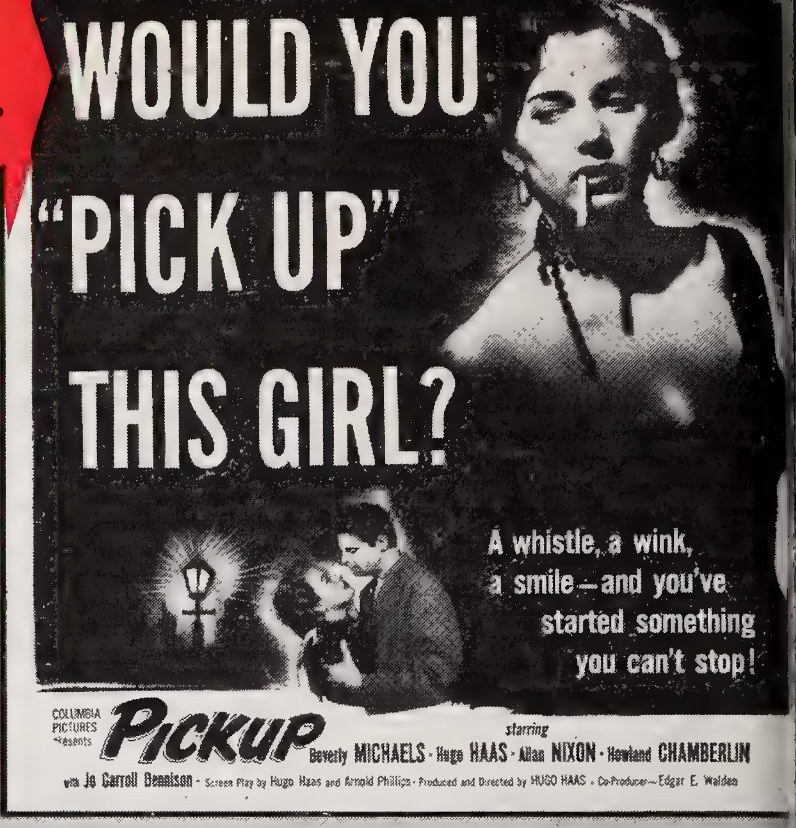
"Take Care of My Little Girl" is holding up at the Roxy, where $70,000 is estimated for the second week, but it will be replaced tomorrow with "Mr. Belvedere Rings the Bell." Another ice show will be on stage. "Peking Express" is having a good second week at the Paramount, with $48,000 estimated; Duke Ellington and his band are on stage. "That's My Boy" will open there tomorrow."

"Ace in the Hole" is concluding a solid run at the Globe, where an $11,000 gross is estimated for the fifth week. "The Secret of Convict Lake" will open there on Friday. "New Mexico" is tapering off to around $6,000 for its third and final week at the Victoria; "Bright Victory" will open there today.

"Circle of Danger" has settled down to about $4,000 for its third week at the Trans Lux 52nd Street and will hold for another week. At the Sutton, "Kon-Tiki" is ending its 17th week with a steady and satisfactory $6,500; it will continue indefinitely. "Tales of Hoffman" is also steady and consistent at the Bijou, where its two-a-day run is expected to draw $11,000 for its 17th week.

BUSINESS IS GOING TO "PIC

ADS LIKE THESE...

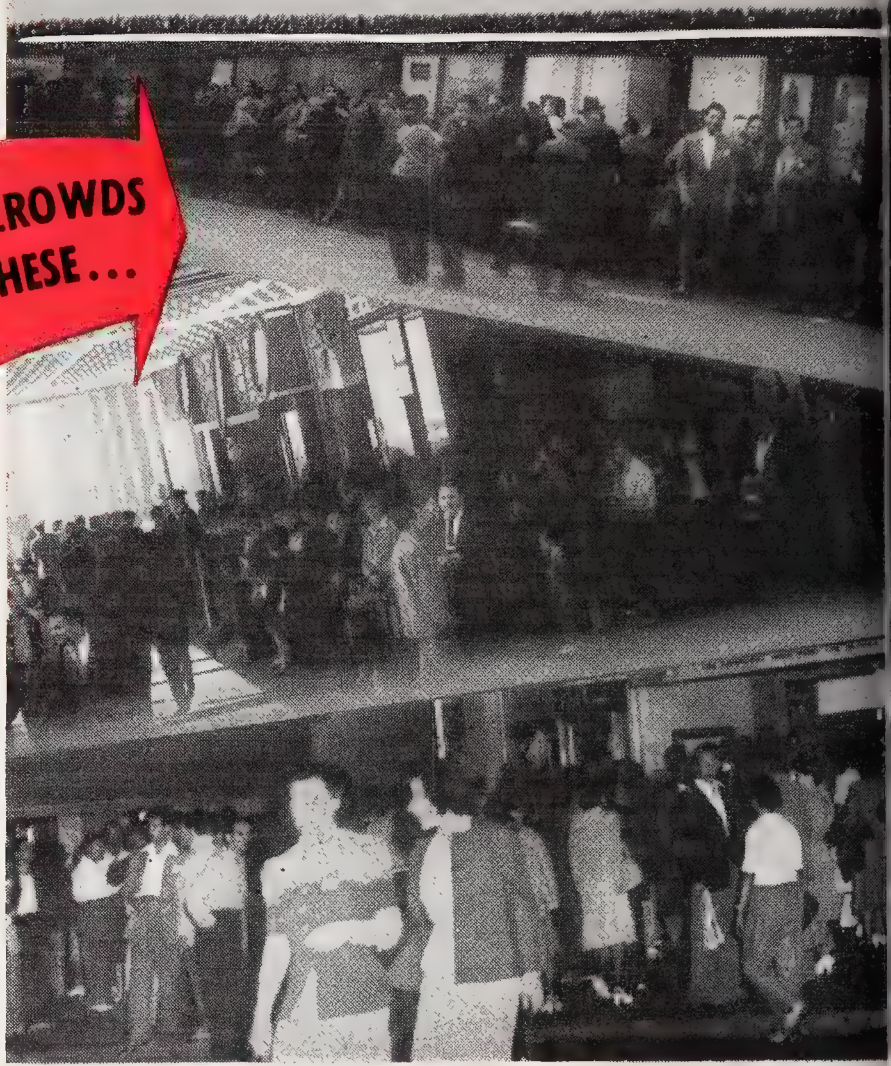


WOULD YOU "PICK UP" THIS GIRL?

A whistle, a wink, a smile—and you've started something you can't stop!

COLUMBIA PICTURES presents PICKUP starring Beverly MICHAELS · Hugo HAAS · Allan NIXON · Howland CHAMBERLIN with Jo Carroll Dennison · Screen Play by Hugo Haas and Arnold Phillips · Produced and Directed by HUGO HAAS · Co-Producer—Edgar E. Walden

BRING CROWDS LIKE THESE...



Columbia Pictures presents 'PICKUP' starring Beverly MICHAELS·Hugo HAAS·Allan NIXON·Howland CHAM

YOU CAN "PICK UP" THIS GIRL
...but you won't— if you know what's good for you!
KUP
MICHAELS · HAAS · NIXON · CHAMBERLIN

REVIEWS LIKE THESE...

THE CINCINNATI POST

Every so often a movie turns up, without ballyhoo or big names or Technicolor, and it turns out to be very good stuff indeed. Maybe the cast of unknowns does a bang-up job, or maybe the writing makes sense and the lines ring true. All of these conditions the present in "Pickup" (Grand), a modest masterpiece which is largely the work of one individual, Hugo Haas.

THE CINCINNATI TIMES-STAR

"PICKUP," the top half of the double bill at the Grand, is a sleeper and a good one.

TO TOWNS LIKE THESE...

CINCINNATI *move over!*

PROVIDENCE

BOSTON *Smash!*

MINNEAPOLIS *Smasher!*

WASHINGTON *Smashest!*

HARTFORD *wow!*

SCHENECTADY *NOW!*

CHICAGO

ST. LOUIS

NEW HAVEN

SYRACUSE

GRAND RAPIDS

opening soon watch 'em!

KUP"

Jo Carroll DENNISON · Screen Play by Hugo Haas and Arnold Phillips · Produced and Directed by HUGO HAAS · Co-Producer—Edgar E. Walden

12 Kansas Theatres Still Shut by Flood; Many Reopen Doors

KANSAS CITY, Mo., July 30.—A few theatres in Kansas, possibly a dozen, still require more or less rehabilitation because of flood damage and have not yet reopened.

Many theatres which had water in their basements or in their auditoriums or were closed because of flood waters in streets for two to 10 days have reopened.

Nearly normal print delivery by express has been restored though a few trains are not running regular routes and bookers still have to check just before sending to make sure that the express will move to designated points. Much of the heavy, extra load carried by the exhibitors' film delivery service has been relieved and the service is being praised highly for its strenuous and at times heroic service.

The Riverside Drive-in at Kansas City, which was the only drive-in there where grounds were flooded, reopened Friday.

Among the flood incidents now being heard about was the reopening in Topeka of the Orpheum Theatre, which had been closed for the summer, for entertainment without charge of children of refugee families from flooded North Topeka. L. A. Breuninger, 20th Century-Fox Midwest manager at Topeka, cooperated with the Red Cross in this project.

Launch Industry Plans for Bond Drive

Conferences were held in Washington recently between Samuel Pinanski, national chairman of the motion picture committee for U. S. Bond campaigns, Vernon L. Clark, chief of the bond division, Treasury Department, and other Treasury officials, to plan the industry's participation in the first defense bond drive which will be held during September and October.

Pinanski, who has headed recent industry bond drive activities, announced that chairmen of all industry bond drive committees will continue in their present capacity.

Sweden Boosts Tax; Holds Rentals Down

A new foreign trouble spot has developed in Sweden, it is learned. The Swedish price control board has increased the admission price by 20 kroner, including a .09 boost in the admission tax. However, the board has refused to permit any increase in film rentals.

Distributors are protesting. They argue that not only should film rentals be increased proportionately with the increase in the admissions receipts after taxes but also that the higher admissions prices will probably lose business. That means, they say, rentals probably will go down.

Wilmark Begins

(Continued from page 1)

without interruption. This means that the Willmark contracts will go into effect immediately on Sunday.

Willmark has been checking for M-G-M for some time and now also will check for Paramount, 20th Century-Fox, Warner, RKO, United Artists, Universal and Columbia.

Circuits Hit UPT-ABC Plan

(Continued from page 1)

merger would be opposed by some groups. It is believed by lawyers here that the objections make a public hearing on the question inevitable.

The objection claims that Paramount frequently has been convicted of violating the anti-trust laws, and that if the merger and transfers are approved, it would result in combining radio and television facilities with the largest circuit of motion picture theatres in the world. The combination, it is charged, would "inevitably result in excluding" theatres in competition with UPT theatres from the radio and TV facilities of the new firm.

West's Business Rise Reflected by 'My Boy'

SALT LAKE CITY, July 30.—The Western premiere of Paramount's "That's My Boy" in Salt Lake City recently reflected a spreading upturn in business hereabouts and set new local records. The results were all the more remarkable in light of the kinescoping on TV of the Walcott-Charles fight and the holding here of a rodeo show at the same time as the premiere.

Originally booked into the Utah for one performance with a stage show, the film and stage show played the Utah and Capitol. The Utah, with a capacity of 1,800, had to accommodate a total of 2,100 at the single performance. Eight hundred others attended the Capitol show.

NPA Appeal Wins Okay for Drive-In

WASHINGTON, July 30. — The National Production Authority's three-man appeals board has given Thompson Theatre Co. of Oklahoma City a green light to build a drive-in in Atoka, Okla.

The board's action overturns a decision of NPA's construction control division denying the theatre company permission to build the new drive-in. The board found there was "persuasive evidence" that denial of permission to build the theatre would cause financial and community hardship and also pointed out that the company had redesigned the theatre to get minimum use of critical materials.

Buffalo Resolution Would Favor Bingo

BUFFALO, July 30. — A resolution which would place the Common Council of Buffalo on record in favor of legalizing Bingo for non-profit organizations has been filed with the city clerk by Council-at-Large James H. McCable for introduction at the next common council meeting.

The resolution further calls upon the Council to request the State legislature to amend the gambling laws to permit the operation of Bingo by such organizations.

Rank Film to U-I

"Pool of London," from the J. Arthur Rank Organization, will have its American Premiere at the Holiday Theatre in New York on Wednesday, Aug. 8. Universal-International is releasing the picture in the United States. It is a Michael Balcon production, directed by Basil Deardon.

To File UPT, ABC Stockholder Notice

Washington, July 30. — The Federal Communications Commission will be formally notified late this week or early next of the action of stockholders of American Broadcasting Co. and United Paramount Theatres approving the proposed merger.

Attorneys for the two firms said their pending applications for FCC approval would be amended to cover the stockholders' actions.

Houlihan Quits 20th Post in Albany

ALBANY, N.Y., July 30.—Daniel R. Houlihan, 20th Century-Fox manager here for four years, has resigned effective Aug. 19. He started with the company here as a shipper in 1934, working up through booker and salesman to manager. He succeeded Joseph Rosen as manager when Rosen was transferred to Cincinnati.

Houlihan worked for Educational Films before joining 20th Century-Fox.

The successor to Daniel Houlihan as 20th Century-Fox manager in Albany was not divulged by the home office here yesterday.

Lamour, 40 Cowboys Greet 'Groom' Junket

ELKO, Nev., July 30.—New York's contingent of newspapermen, making a total of 74 from all over the country, arrived here this morning by chartered plane for the premiere of Paramount's "Here Come the Groom" at the Hunter and Rainbo theatres tonight.

The delegation was greeted by Dorothy Lamour and 40 mounted cowboys and an informal parade to the Ranch Inn was held. A reception was held before the showing of the Bing Crosby starrer.

Bldg. Code Changes Studied at Hearing

Proposed amendments to the New York State standard building code for places of public assembly, including out-of-town theatres in cities accepting the building standards, was the subject of a hearing here yesterday before the Board of Standards and Appeals.

Another hearing will be held today in Rochester. Last day for receipt of comments on the proposals is Aug. 31.

Ontario Reviews Three

TORONTO, July 30.—For the past month, the Ontario Censor Board has given adult classification to three pictures, "No Orchids for Miss Blandish," "Strangers on a Train" and "Prowler."

Sells Liberty Theatre

PORTLAND, July 30. — The Liberty Theatre here has been sold by the Bank of California to John Hamrick's theatre interests for an amount in excess of $600,000, effective Wednesday.

RKO Board

(Continued from page 1)

Hughes appointee, James T. Brown, has already resigned.

Greene said that his "protective committee" will be composed of stockholders who are well-versed in the fields of finance, theatre operation and real estate. The latter field is of interest as it has been reported that the Wall Street interests with whom Greene is identified look with favor upon a policy of liquidating theatres and other real estate properties.

The first step, Greene reiterated, is to obtain representation on the board. He has said that he would be satisfied if two board places were allocated to his forces, providing a third member was independent of both management and Hughes. He has been conducting negotiations with RKO Theatres management here on that topic, but without any commitment from it.

An RKO spokesman was chary of comment on the show cause order yesterday. He would not comment on Greene's demands for board representation and when asked if the Department of Justice order would be opposed, he said, "I don't know."

Dreibelbis, connected with Bankers Trust, also declined to comment on the charge that he was a Hughes man on the board. Asked if he might resign, as did Brown, he also said, "I don't know." Bent, a former partner of Merril, Lynch, Fenner and Beane, was unavailable for comment.

Md. Theatre Owners File $90,000 Suit

WASHINGTON, July 30. — A new $90,000 anti-trust suit was filed here today against three distributors and two Maryland theatre companies. The suit was filed by Charles Wingfield and F. B. Klein, owners of theatres in Church Hill and Chestertown, Md. Defendants are Paramount, 20th Century-Fox, RKO, Centreville Amusement Corp. and John D. Fernicola, its president and the Grasonville Theatre Co.

The suit is an outgrowth of an earlier suit by Centreville against the three distributors, Columbia and Wingfield and Klein. That suit asked $150,000 and damages for an alleged conspiracy to favor the Wingfield-Klein theatres over the Centreville's Center Theatre.

In February, the distributors settled that suit out of court, giving equal availability to five towns in the Eastern Shore area. The Wingfield-Klein suit filed here today charges that agreement is illegal and asks $30,000 damages, trebled, plus an injunction against the agreement being carried out.

Magazine Ad Pattern Set for U-I's 'Horde'

Carrying forward the national magazine advertising pattern introduced on "Up Front" when theatres and date listings were featured in *Life* and *Saturday Evening Post,* Universal-International is developing a similar campaign on "The Golden Horde," its Technicolor film starring David Farrar and Ann Blyth. For "The Golden Horde," U-I will use page and one-half, two-color advertisements in *Life* and *Look* magazine with more than 300 theatres listed.

NEWS in Brief . . .

BALTIMORE, July 30.—A contract for ex-champion Joe Louis to fight in the Baltimore Memorial Stadium on the night of Aug. 15 has been signed by the Baltimore Variety Club Tent No. 19 to aid Variety's Heart Fund. Louis' opponent will be Jimmy Bevins.

•

CHICAGO, July 30. — The RKO Palace becomes a legitimate theatre on Sept. 17 when "Gentlemen Prefer Blondes" moves into the 2,500-seat Loop house for a run-of-the-show engagement.

There has been no official indication of how this move will affect the unlimited first-run privilege of the RKO Grand, conceded by the plaintiffs in the Jackson Park case providing the Palace played a specified number of pictures every 13 weeks. "Alice in Wonderland," opening Aug. 3 for an extended run, will be the last film to play the house before "Gentlemen Prefer Blondes" goes in.

•

HARTFORD, July 30. — Two new amusement corporations have filed certificates of incorporation here with the Secretary of State. They are the Center Ridgeway Theatre, Inc., Stamford, incorporators, Archibald H. Tunick, George W. Tunick, and Angelica Caputo, and the Lyn-Jil Theatre Co., Inc., Stratford, incorporators, Seymour B. Levine and Ida M. Levine.

•

PROVIDENCE, July 30.—Chief of Police M. M. Stetkiewz, president of the State Police Chiefs Association, announced today that the organization has voluntarily pledged its support to the forthcoming "Jimmy" fund drive and that all police chiefs of Rhode Island will act as co-chairmen with the theatre managers of Rhode Island theatres.

•

New Orleans, July 30.—B. V. Sheffield, chairman of the Allied Gulf States mid-summer frolic and board meeting announced that because the dates previously scheduled for Aug. 7-8 would interfere with the Mississippi state election new dates of Aug. 14-15 were set. The place for the event remains the same, at the Edgwater Gulf Hotel, between Gulfport and Biloxi, Miss.

•

NEW ORLEANS, July 30.—After many court wrangles between the city zoning commission and Pittman Theatres, Inc., operators of the Pitt, a neighborhood theatre, was closed after a Circuit Court appeal order affecting litigation between the city and theatre owners had been withdrawn, T. A. Pittman, president announced.

•

E. T. Gomersall, former Universal sales executive, has acquired the Lee and Dixon Theatres in Dixon, Illinois, and the Midway-Prairieville Drive-In on the outskirts of Dixon. Gomersall operates the Luna Theatre, Kankakee, and the Grove, Elgin, Ill., which he acquired last year from Great States.

•

Record albums on three M-G-M Technicolor musicals will be gotten out between now and the fall by M-G-M Records, Inc. The pictures are "Rich, Young and Pretty," "An American in Paris," and "Show Boat."

Anglo-American Pact

(*Continued from page 1*)

will take place at the luncheon despite its social nature. The luncheon will mark Sir Hartley's first get-together with the entire American delegation since their arrival here more than two weeks ago. Illness and pressure of government business prevented an earlier meeting.

Signing May Be Near

The agreement is now in tentative draft form and possibly could be formally signed at the next meeting of the negotiators. The British are holding out for what amounts essentially to maintenance of the *status quo*, limiting remittances to $17,000,000 annually plus 23 per cent of American investments in production here. The Americans are pressing for both an increase in remittances and liberalization of the permitted uses of their blocked sterling.

Despite the delays in the negotiations and the Britons' insistence that the nation's current and future economic problems prevent a liberalization of the agreement, John McCarthy, member of the American delegation, describes the discussions as "vigorous but friendly." All members of the American delegation express themselves as being fully appreciative of Britain's continuing balance-of-payments problem.

No figures are available but the understanding is that under the present permitted uses practically every pound of American film earnings here has been worked out in some way or another.

Unpropitious Time

It is conceded on all hands that no time could have been less propitious than this for the talks to be held. On the eve of the first meeting, Chancellor of the Exchequer, Hugh Gaitskell, made his grave warning on the country's economic position. Last week he announced a three-year limitation of company dividends, which produced a severe slump in stock prices and a sharp reaction.

Du Mont TV Sets Up Sports Department

Du Mont television network's determination to retain outstanding sports telecasts for commercial TV was shown in the appointment at the weekend of Tom S. Gallery, former sales director, as the head of a new sports department. Gallery conducted the negotiations which led to sponsorship of the Charles-Walcott fight by a group of television manufacturers.

Ted Bergmann, account executive, will succeed Gallery as sales director and John H. Bachem, former Eastern sales head, will become assistant director.

Two Canadian Film Meetings Are Set

OTTAWA, July 30.—The Convention of Motion Picture Industries of Canada will be held in Montreal, Sept. 24-26.

The National Film Board of Canada field staff will meet in Banff, Alberta, Sept. 24-Oct. 15.

Fight Film in Toronto

TORONTO, July 30.—After playing first-run for one week at the Famous Players' Capitol and Tivoli theatres, the film of the Sugar Ray Robinson-Rany Turpin heavyweight championship bout in England was moved over to nine neighborhood units of Bloom and Fine Theatres and also the Biltmore downtown independent theatre for another week.

TV Code

(*Continued from page 1*)

at a meeting here today agreed to set up four special subcommittees to work between now and October on standards for television program and advertising content and on methods of getting broadcaster observance of such standards. The subcommittees are to report at a meeting here Oct. 2 and 3, at which time it is hoped that a final code will be approved.

The group also decided to ask the NARTB to conduct a nation-wide survey to get viewer reactions on program and advertising content.

NPA Approves 3; Denies One Other

WASHINGTON, July 30.—Three theatre construction projects were approved by the National Production Authority during the week of July 13-19 and one was denied, the agency announced.

A $109,700 theatre for Royal Amusements, Inc., of Honolulu led the approval list. Also approved were new drive-ins in Harrisonburg Va., and Chattanooga, Tenn., for Valley Enterprises, Inc., and A. W. Kelley, respectively. Turned down was a $71,800 drive-in proposed by Edward Perkins Theatre Corp., of San Gabriel, Calif.

Odeon Ticket System

TORONTO, July 30.—A new attendance check system involving a count of ticket stubs at the headoffice has been put into effect at units of Odeon Theatres (Canada) Ltd.

Based on a British plan, the stubs are assembled according to admission prices and are forwarded daily to the Toronto headquarters, after which they are destroyed as required by sharp Tory reaction.

U. S. and Mexico Fix New Rate on Dollar

Mexico City, July 30.—The film industry here is gratified that the peso rate for the dollar is to continue at 8.65 per until June 30, 1953 under an agreement between the U. S. and Mexican governments. The gratification stems from the trade being sure now that the dollar-peso rate will not be changed for at least two years.

Radio Writers Seek Ballot in TV Tilt

The membership of the Eastern region of the Radio Writers Guild, has passed a resolution urging the Authors League of America to arrange at once for an election among all television writers to determine their union representation.

The resolution was adopted in protest against the League's and the Screen Writers Guild's joint action which gave jurisdiction over television writers, pending reorganization, to a television writers group of the League in the East and a TV writers group of the Screen Writers Guild on the Coast.

"We want an election and not the Authors League and Screen Writers boards to sit in executive session among themselves and decide where 1,000 writers will go," a spokesman for the Radio Writers Guild declared.

A statement by the Authors League earlier had indicated that contracts will be serviced in the East by the League and in the West by the SWG. The National Television Committee of both retains authority to handle all negotiations. All former jurisdictional authorities over television were rescinded, the League reported. Oscar Hammerstein, 2nd, president of the League, announced that he would immediately appoint an all-Guild committee to begin working on reorganization.

New Bradenton Theatre

ATLANTA, July 30.—The Bradenton Theatre Co. has taken over the State Theatre at Bradenton, Fla.,

Fill that empty seat . . . thru
CREATIVE IMAGINATION!
Consult
BEN ADLER, *Advertising*
1501 BROADWAY, NEW YORK, N. Y. • LO 4-2748
COMPLETE MOTION PICTURE SERVICE
FOR PRODUCERS • DISTRIBUTORS • EXHIBITORS
★ *CREATORS AND DISTRIBUTORS OF PRESSBOOKS AND ACCESSORIES* ★

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
June 24	(June Releases) **LORNA DOONE** (Color) Barbara Hale, Richard Greene D—84 min. (Rev. 5/25/51)		**KIND LADY** Ethel Barrymore, Maurice Evans D—78 min. (Rev. 6/18/51)	**MONTANA DESPERADO** Johnny Mack Brown O—51 min. (5143))			**HARD, FAST AND BEAUTIFUL** Claire Trevor, Sally Forrest D—76 min. (119) (Rev. 5/23/51)	(June Releases) **HALF ANGEL** (Color) Loretta Young, Joseph Cotten C—77 min. (Rev. 4/9/51)	(John Arent) **TWO GALS AND A GUY** Robert Alda, Janis Paige CD—70 min. (Rev. 6/7/51)	(June Releases) **APACHE DRUMS** (Color) Stephen McNally, Coleen Gray D—75 min. (Rev. 4/24/51)		**MASSACRE HILL** Chips Rafferty, Jane Barrett D—72 min. (1C) (Release: June, 1951)
July 1	**THE TEXAS RANGERS** (Color) George Montgomery, Gale Storm O—68 min. (Rev. 6/5/51)	**G. I. JANE** Jean Porter, Tom Neal C (5012)	**STRICTLY DISHONORABLE** Ezio Pinza, Janet Leigh CD—96 min. (Rev. 6/29/51)		(June Releases) **DEAR BRAT** Mona Freeman, Edward Arnold, Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51)	**THE DAKOTA KID** Michael Chapin, Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)		**THE HOUSE ON TELEGRAPH HILL** Richard Basehart, Valentina Cortesa, William Lundigan D—92 min. (Rev. 3/6/51)		**HOLLYWOOD STORY** Richard Conte, Henry Hull, Julia Adams D—77 min. (Rev. 5/11/51)	**STRANGERS ON A TRAIN** Farley Granger, Ruth Roman, Robert Walker D—101 min. (027) (Rev. 6/14/51)	**MANIACS ON WHEELS** Dirk Bogarde, Renee Asherson D—76 min. (2C) (Rev. 7/9/51) (Release: July, 1951)
July 8	**CHINA CORSAIR** Jon Hall, Lisa Ferraday D—68 min. (Rev. 6/12/51) **SILVER CANYON** Gene Autry O—70 min. (Rev. 6/21/51)	**YES, SIR, MR. BONES** Minstrel Show M (5019)	**SHOWBOAT** (Color) Kathryn Grayson, Ava Gardner, Howard Keel M—108 min. (Rev. 6/5/51)	**YUKON MANHUNT** Kirby Grant, Chinook, Margaret Field O—63 min. (5123)	**TRIO** Jean Simmons, Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	**THE RODEO KING AND THE SENORITA** Rex Allen O—67 min. (Rev. 7/20/51)		**AS YOUNG AS YOU FEEL** Monty Woolley, Thelma Ritter, David Wayne, Jean Peters CD—70 min. (Rev. 6/5/51)	(Bob Roberts) **HE RAN ALL THE WAY** John Garfield, Shelley Winters D—77 min. (Rev. 6/1/51)			**BAD LORD BYRON** Dennis Price, Joan Greenwood CD—85 min. (1A) (Release: Aug., 1951)
July 15	(July Releases) **SIROCCO** Humphrey Bogart, Lee J. Cobb D—98 min. (Rev. 6/7/51)	**VARIETIES ON PARADE** Jackie Coogan M (5020)	**THE LAW AND THE LADY** Greer Garson, Michael Wilding CD—104 min. (Rev. 7/17/51)	**STAGE COACH DRIVER** Whip Wilson O—52 min. (5153)		**FUGITIVE LADY** Janis Paige, Binnie Barnes D—78 min. (5011) (Rev. 7/17/51)	**HAPPY GO LOVELY** (Color) David Niven, Vera Ellen MC—88 min. (98) (Rev. 6/12/51)		(Stanley Kramer) **CYRANO DE BERGERAC** (Color) Jose Ferrer, Mala Powers D—112 min. (Rev. 11/14/50)	(July Releases) **FRANCIS GOES TO THE RACES** Donald O'Connor, Piper Laurie C—88 min. (Rev. 5/18/51)	**FORT WORTH** (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)	**SOUVAINE**
July 22	**HURRICANE ISLAND** (Color) Jon Hall D—70 min. (Rev. 7/9/51) **TWO OF A KIND** Edmond O'Brien, Lizabeth Scott D—75 min. (Rev. 6/18/51)	**LOST CONTINENT** Cesar Romero, Hillary Brooke D—83 min. (5004) (Rev. 7/24/51)	**TERESA** Pier Angeli, John Ericson D—103 min. (Rev. 3/6/51)		(July Releases) **PASSAGE WEST** (Color) John Payne, Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	**LOST PLANET AIRMEN** (re-edited from KING OF THE ROCKET MEN) Tristram Coffin, Mae Clarke D—65 min. (5031)	(Walt Disney) **ALICE IN WONDERLAND** (Color) Cartoon Feature 75 min. (292) (Rev. 7/2/51)	(July Releases) **THE GUY WHO CAME BACK** Paul Douglas, Linda Darnell, Joan Bennett D—91 min. (Rev. 5/22/51)	**PARDON MY FRENCH** Merle Oberon, Paul Henreid C—81 min.	**THE PRINCE WHO WAS A THIEF** (Color) Tony Curtis, Piper Laurie D—88 min. (Rev. 6/1/51)		**FACE TO THE WIND** (French) Jackie Gencel CD—85 min. (Release: 7/6/51)
July 29	**BIG GUSHER** Wayne Morris, Preston Foster D—68 min. (Rev. 7/11/51)		**RICH, YOUNG AND PRETTY** (Color) Jane Powell, Vic Damone M—95 min. (Rev. 7/3/51)	**LET'S GO NAVY** Bowery Boys C—68 min. (5113)	**ACE IN THE HOLE** Kirk Douglas, Jan Sterling D—111 min. (5023) (Rev. 5/7/51)		**ON DANGEROUS GROUND** Ida Lupino, Robert Ryan D	**THE FROGMEN** Richard Widmark, Dana Andrews, Gary Merrill D—96 min. (Rev. 6/11/51)	**CLOUDBURST** Robert Preston, Elizabeth Sellars D	**COMIN' ROUND THE MOUNTAIN** Bud Abbott, Lou Costello, Dorothy Shay C—77 min. (Rev. 6/18/51)	**ON MOONLIGHT BAY** (Color) Doris Day, Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)	**LOVERS OF VERONA** (French) Anouk Aimee D—95 min. (Release: 7/13/51)
Aug. 5	**BONANZA TOWN** Charles Starrett, Smiley Burnette O—56 min. (Rev. 7/17/51) **MASK OF THE AVENGER** (Color) John Derek, Anthony Quinn D—83 min. (Rev. 7/3/51)						**ON THE LOOSE** Joan Evans, Lynn Bari, Melvyn Douglas D—78 min. (Rev. 7/25/51)	**TAKE CARE OF MY LITTLE GIRL** (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Daniel M. Angel) **MR. DRAKE'S DUCK** Doug. Fairbanks, Jr., Yolande Donlan C			**ALICE IN WONDERLAND** (Color) Lou Bunin's Puppets, Carol Marsh Mus. Fantasy—83 m. (Rev. 7/25/51) (Release: 7/26/51)
Aug. 12	(Aug. Releases) **WHISTLE AT EATON FALLS** Lloyd Bridges, Dorothy Gish D—96 min.	**HOME TOWN BOY** Harold Lloyd, Jr. C (5022)	**THE TALL TARGET** Dick Powell, Paula Raymond D—78 min.				**HIS KIND OF WOMAN** Jane Russell, Robert Mitchum D—120 min. (201) (Rev. 7/12/51)		(Ernest Gartside) **OBSESSED** David Farrar, Geraldine Fitzgerald D	(Aug. Releases) **CATTLE DRIVE** (Color) Joel McCrea, Dean Stockwell O—77 min. (Rev. 7/17/51)	**CAPTAIN HORATIO HORNBLOWER** (Color) Gregory Peck, Virginia Mayo D—117 min. (030) (Rev. 6/14/51)	**DAYS OF OUR YEARS** (French dialogue) with Eng. narration) Pierre Fresnay Document'y—91 min. (Release: 8/3/51)
Aug. 19	**NEVER TRUST A GAMBLER** Dane Clark, Cathy O'Donnell D—79 min. (Rev. 7/11/51)	**LEAVE IT TO THE MARINES** Sid Melton, Mara Lynn C (5005)		**OKLAHOMA OUTLAWS** Johnny Mack Brown O (5144)	(Aug. Releases) **PEKING EXPRESS** Joseph Cotten, Corinne Calvet, Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51) **THAT'S MY BOY** Dean Martin, Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	**FORT DODGE STAMPEDE** Allan "Rocky" Lane O—60 min. (5062)	**FLYING LEATHERNECKS** (Color) John Wayne, Robert Ryan D—102 min. (261) (Rev. 7/19/51)	(Aug. Releases) **THE SECRET OF CONVICT LAKE** Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott D—83 min. (Rev. 6/22/51)		**MARK OF THE RENEGADE** (Color) Ricardo Montalban, Cyd Charisse D—81 min. (Rev. 7/24/51)		**HER PANELLED DOOR** Phyllis Calvert D (Release: 8/17/51)
Aug. 26	**PICKUP** Beverly Michaels, Hugo Haas D—78 min. (Rev. 7/19/51) **CHAIN OF CIRCUMSTANCE** Richard Grayson, Margaret Field D		**THE STRIP** Mickey Rooney, Sally Forrest D—85 in.	(Allied Artists) **DISC JOCKEY** Ginny Simms, Tom Drake M (AA21)	**WARPATH** (Color) Edmond O'Brien, Dean Jagger D—95 min. (5025) (Rev. 6/5/51)	**ADVENTURES OF CAPTAIN FABIAN** Errol Flynn, Micheline Prelle D	**BEHAVE YOURSELF** Farley Granger, Shelley Winters CD	**MR. BELVEDERE RINGS THE BELL** Clifton Webb, Joanne Dru C—87 min. (Rev. 7/24/51)	(Lazar Wechsler) **FOUR IN A JEEP** Ralph Meeker, Yoseph Yadin D—97 min. (Rev. 6/5/51)	**IRON MAN** Jeff Chandler, Evelyn Keyes, Stephen McNally D—82 min. (Rev. 7/3/51)		**GALLOPING MAJOR** Basil Radford C (Release: 8/24/51)
Sept. 2	**CYCLONE FURY** Charles Starrett, Smiley Burnette O—54 min.	**F. B. I. GIRL** Cesar Romero, George Brent D (5002)	**THE PEOPLE AGAINST O'HARA** Spencer Tracy, Pat O'Brien D—103 min.				**THE BLUE VEIL** Jane Wyman, Joan Blondell D	**MEET ME AFTER THE SHOW** (Color) Betty Grable, Macdonald Carey MC-86 min.		**BRIGHT VICTORY** (pre-release) Arthur Kennedy, Peggy Dow D—97 min. (Rev. 7/20/51)		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 21 NEW YORK, U. S. A., TUESDAY, JULY 31, 1951 TEN CENTS

Greene Forms Unit for RKO Board Fight

Hails Justice Order as Stockholders' 'Victory'

Formation of a "stockholders' protective committee" to carry forward a fight for stockholders' representation on the RKO Theatres board was disclosed yesterday by David J. Greene, Wall Street financial adviser who controls a large bloc of RKO stock.

Greene hailed the show cause order filed by the Department of Justice which asked for the removal of three directors as a "victory" in his campaign to prove that Howard Hughes, whose 24 per cent theatre holdings are trusteed, still exercises control.

The New York Statutory Court has set Oct. 18 for hearings on the government request that Maurice H. Bent and J. P. Dreibelbis be dropped as directors. A third director named by the Department of Justice as a

(*Continued on page* 6)

UK-US Pact Is Drafted

London, July 30.—Although no date has been set for the next formal meeting of the American and British negotiators to continue their discussions of a new film remittance agreement, Sir Hartley Shawcross, president of the Board of Trade and nominal head of the British negotiating team, will entertain the American delegation at a luncheon in the House of Commons tomorrow.

Observers believe that an important exchange of views on a new agreement

(*Continued on page* 7)

TV'sSelf-Regulatory Code Slated for Oct.

Washington, July 30.—Television broadcasters hope to have their new self-censorship code drawn up early in October.

The television program standards committee of the National Association of Radio and Television Broadcasters,

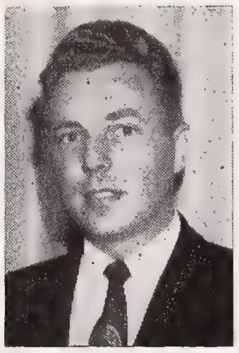
(*Continued on page* 7)

Seminar Press Good; Time, Life *Excepted*

Hollywood, July 30. — Observers here appear to be agreed that last week's exhibitor - producer roundtable conference under the sponsorship of the Council of Motion Picture Organizations received a good press.

However, they point out it remains to be seen what the *Life-Time* magazines' reporter who cornered the head men here for purposes of preparing an article designed to show that television is killing theatres, will do.

Silliphant Is E. Pub. Mgr. for 20th



Stirling Silliphant

Stirling Silliphant, special events manager for 20th Century-Fox, will become Eastern publicity manager on Aug. 13, Charles Einfeld, advertising-publicity vice-president, announced yesterday. The special events and promotion activities will become part of an expanded publicity operation.

Silliphant, with the company since 1942, was promoted following the resignation of David Golding as publicity manager, effective Aug. 10. Silliphant was previously assistant to the director of advertising and publicity for the company; assistant to Spyros P. Skouras, president, and handled special events and public information assignments while in the Navy during the war. Previously he was in West Coast publicity for three years with the Walt Disney Studios.

SPG First Annual Award to Lasky

Hollywood, July 30.—The Screen Producers Guild membership tonight unanimously chose Jesse L. Lasky to receive the organization's first annual tribute to "the individual whose work has made an outstanding historical contribution to the motion picture industry."

The honor will be bestowed at the Guild's first "Milestone Dinner," to be held Sept. 12.

$60,000forDisney's 'Alice'; $21,500 for Bunin's at Mayfair

Walt Disney's cartoon feature, "Alice in Wonderland," is setting an all-time grossing record at the Criterion, in a week that despite a rainy weekend is registering good grosses in a number of Broadway first-runs. The Criterion took in $11,487 on the opening day, the house's best single-day's gross, and the first week is expected to reach $60,000.

Also running on Broadway and in two off-Broadway houses is Lou Bunin's "Alice in Wonderland," a puppet feature. Its first week's gross at the Mayfair is estimated at $21,500, a hefty figure. The Trans Lux 72nd Street and the Midtown, both Brandt-owned houses, expect first week grosses of $8,600 and $7,900, respectively, both house records.

"Show Boat" at Radio City Music Hall appears to be building to another record-breaking run, hard on the heels of "The Great Caruso" stand. The second week will total a tremendous $165,000, which is $15,000 above the same week for "Caruso."

Among new pictures meeting a fa-

(*Continued on page* 3)

Wilmark Takes On Checking Sunday

Confidential Reports, Inc., will terminate its operation as a checking agency for its member companies on Saturday, according to an announcement made here yesterday by John J. O'Connor, chairman of the CRI board.

Willmark Service System, Inc., has contracted separately with the present member companies of Confidential Reports, to continue checking service

(*Continued on page* 6)

Compo Not Subject To Federal Taxes

The Council of Motion Picture Organizations was advised yesterday by E. I. McLarney, Deputy Commissioner of Internal Revenue, that it is exempt from Federal income taxes.

In a letter to the agency, McLarney stated that COMPO "will not be required to file income returns, unless you change the character of your organization, the purposes for which you were organized, or your method of operation."

Five Circuits Attack Merger Of UPT-ABC

Say New Combination Is Contrary to FCC Laws

Washington, July 30. — Five theatre companies today asked the Federal Communications Commission to refuse to transfer American Broadcasting Company's television and radio stations to the new United Paramount-American Broadcasting Co.

The companies, long-time adversaries of Paramount, charged that approval of the merger and transfer would create new monopoly powers and would be contrary to the FCC statutes and the public interest.

The protest, filed by attorney Russell Hardy, was made on behalf of Partmar Corp., Paramount-Hollywood Theatre Corp., Cabart Theatre Corp., St. Louis Amusement Co. and Eden Amusement Co.

While opposition to the merger was expected, this is the first formal notification to the Commission that the

(*Continued on page* 6)

Long Delay On Controls

Washington, July 30.—A three-way split in the special Wage Stabilization Board panel on controlling film industry wages probably means a long delay in board action on the matter, WSB officials report.

It was learned that labor members of the panel submitted one recommendation, industry members another, and public members still a third. The public and industry reports are in and the labor recommendations are

(*Continued on page* 3)

New Ohio Strike Halts Film Trucks

Cleveland, July 30.—Out-of-town film shipments were halted here as 6,000 over-the-road truckers went on strike today following the settlement of an eight-day local trucking strike. Shippers were turning to express and buses to get film to theatres, but the method was inadequate.

(*Continued on page* 3)

And so it came to pass that David, the Lion of Judah, looked upon Bathsheba.....and for her, he broke God's own commandment!

SOON 20th Century-Fox brings you DAVID AND BATHSHEBA captured in Color by TECHNICOLOR starring GREGORY PECK · SUSAN HAYWARD with RAYMOND MASSEY · KIERON MOORE and a cast of many thousands! Produced by DARRYL F. ZANUCK Directed by HENRY KING Written for the Screen by PHILIP DUNNE

David battles Goliath—history's most famous combat is on the screen!

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA. WRITE TO "DAVID and BATHSHEBA!", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 BILLION-READER ADS FOR DAVID AND BATHSHEBA

Personal Mention

NATE J. BLUMBERG, president of Universal, left here yesterday for a two-week visit at the studio.

•

HAROLD FITZGERALD, president of Fox-Wisconsin Amusement Corp. in Milwaukee, has again been elected president of the Civic Progress Commission.

•

OSCAR B. COBLENTZ, JR., owner of the Alpha Theatre, Baltimore, is a patient at Union Memorial Hospital there being treated for an eye ailment.

•

CHARLES HANDEL, UA publicist, has returned to his desk here following a two-week vacation.

•

JIM SHANAHAN of Loew's Theatres publicity department here has returned from a Cape Cod vacation.

•

JAMES BUTMAN has been appointed assistant manager of the Warner Art Theatre, Springfield, Mass.

•

JOHN B. McCULLOUGH, director of the Motion Picture Association of America's technical service department, has been elected a charter member of the Society of Fire Protection Engineers.

•

ROBERT H. ANDERSON, city manager of John Hamrick Theatres, Portland, Ore., has left to join the U. S. Air Force. He is succeeded by Virgil Faulkner.

•

MRS. LESTER ZUCKER, wife of the Universal-International branch manager in Cleveland, is recovering from a broken leg.

•

JOHN CALVOCORESSCI of the Community Amusement Corp., Hartford, has resumed his duties following two weeks on Army Reserve duty.

•

CHARLES REED JONES and his wife, EVELYN, will leave here Thursday on a vacation trip to Bermuda.

Rodgers Addresses Trade Press Group

The trade press reporter plays an important part in the desiny of the industry, William F. Rodgers, M-G-M sales vice-president, declared here yesterday. Rodgers spoke as guest of honor at the first luncheon of the Film Press Writers of America at Trader Tom's.

Rodgers predicted that the organization was sure to "make an important contribution to the industry." He enumerated a list of former trade press reporters who have advanced in the industry.

During a question and answer period Rodgers declared he would be in favor of a system of arbitration for everything but rental terms.

He said he did not see any particular trend in films at present, adding that his company makes plans according to what it believes public preferences to be. Rodgers said he believed in experimentation and cited such off-the-beaten-path pictures as "The Magnificent Yankee," and "The Next Voice You Hear."

As for competitive bidding, Rodgers said there was more now than ever. He said in some instances showmen have bid excessively for pictures, and added that the company did not look with favor upon disproportionate bidding and tries to discourage it.

"Quo Vadis" will be released in the late fall, Rodgers said. No sales policy has yet been formulated on the picture, according to him.

Also present at the meeting from MGM was Henderson Richey, in charge of exhibitor relations.

Al Piccoult, FPWA president, introduced Rodgers. Mel Konecoff was in charge of arrangements.

Nat Levy's Mother

TORONTO, July 30.—Services were held here yesterday for Mrs. Mary Levy, mother of Nat Levy, RKO Radio Eastern division sales manager. Mrs. Levy died last Friday.

O'Neal, 68, Pioneer In the Northwest

PORTLAND, Ore., July 30.—Word was received here of the death of Jimmy O'Neal, 68, for many years in Pacific Northwest theatrical circles. He had recently been operating concessions. Recently he took a trip into Pacific Northwest in connection with the Variety Club, of which he was chief barker.

O'Neal was in the theatre business all his life. As a young man he was in vaudeville circuit with a partner under name of O'Neal & Walmsley. Later he was a booker for Pantages circuit and a distributor of independent pictures. At the time of his death he was 68.

Edward Darling, 60, Ex-Keith Official

Edward V. Darling, former chief booking manager for the B. F. Keith Circuit and Vaudeville Exchange, died over the weekend in St. Clare's Hospital here after an illness of eight weeks. His age was 60.

In the golden days of vaudeville Mr. Darling booked acts for the Palace Theatre and other famous vaudeville houses. He also held interests in some of the Keith theatres before his retirement in 1930.

Livingston Named Republic Manager

CLEVELAND, July 30.—Jules Livingston, Republic city salesman here for the past four and one-half years, has been appointed branch manager for the company's office in New Haven to succeed the late Jerome Lewis.

Dowden's Father-in-Law

Andrew Moline, father-in-law of Loew publicist Eddie Dowden here, died on Monday, following a long illness.

Coming Events

July 31—Allied Theatre Owners of New Jersey annual election meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.

Aug. 8—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Aug. 14-15—Allied Theatre Owners of the Gulf States meeting, Edgewater Gulf Hotel, Biloxi, Miss.

Aug. 16-17—Warner Brothers district managers' meeting, New York.

Fairbanks Host to Trade Press Today

Douglas Fairbanks, Jr., who has returned to the United States after three months in England where he starred in his own production, "Mister Drake's Duck," with Yolande Donlan and produced the Bette Davis-Gary Merrill film, "Another Man's Poison," will be host at a luncheon for the trade press at Al & Dick's restaurant today. Fairbanks who has been active in production in association with Daniel M. Angell will discuss plans for forthcoming features and his own plans for future production now in the preparation stage.

Irving Lesser and Seymour Poe, Fairbanks sales representatives will also attend the lunch along with Max. E. Youngstein, UA vice-president, and Alfred Tamarin, UA's publicity manager.

Jerry Safron Leaves U. A. Division Post

BOSTON, July 30. — Jerry Safron, United Artists district manager for New England, Philadelphia, Washington and Pittsburgh has resigned and there is no indication as to who his successor will be or whether the post will be filled.

Safron started in film distribution in 1914 with the old Mutual film company and later held managerial posts with various distributors.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

DEAN MARTIN and JERRY LEWIS in THAT'S MY BOY
A PARAMOUNT PICTURE
in Person THE MODERNAIRES
BOB CHESTER And His Orchestra
PATRICE HELENE & JAN HOWARD
Extra! Rudy Cardenas
DANNY LEWIS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

A RECORD number of entertainment features are found in the August issue of *Seventeen* magazine, including "You Have To Be A Little Crazy," a profile of stage and screen star Arthur Kennedy, soon to be seen in Universal's "Bright Victory" and "Chuck-A-Luck" from 20th Century-Fox. The Picture-of-the-Month for August is "The River," produced in India, directed by Jean Renoir and released by United Artists. A picture story of "Boing" describes Columbia's movie cartoon series which introduced "Gerald McBoing-Boing."

•

Columbia Broadcasting System aired the highlights of the world premiere of Paramount's "Here Comes the Groom" in a special broadcast from Elko, Nevada, last night at 10:30 P.M. Ted Husing was master-of-ceremonies, reporting on-the-spot proceedings at the Hunter and Rainbo theatres, witnessed by a contingent of 100 news and radio reporters, plus a delegation of Hollywood personalities. The program featured the stars of the film, Bing Crosby, Honorary Mayor of Elko, Jane Wyman, Franchot Tone and Alexis Smith.

•

The wonderful tieups that resulted from "Father's Little Dividend" may be equalled by Metro's "Texas Carnival" which will have an "Old Stove Roundup" sponsored by the American Gas Association, running from Sept. 1st to Dec. 1st. Full page ads in the *Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, McCall's* and others, will suggest merchant tieups for the new Esther Williams' picture, with local utility companies and accessory stores, which will be provided with a full line of window display materials, posters, car and counter cards and cooperative newspaper advertising by the American Gas Association.

•

A tieup set by UA special events director, Lige Brien, with Columbia Broadcasting System will benefit "He Ran All the Way," the current John Garfield-Shelley Winters dramatic picture, with plugs over 400 radio stations and 27 TV stations of the CBS chain. The program provides for the award of a New Home Sewing Machine to a "Strike It Rich" winner, and will appeal to the distaff side of the potential movie audience.

•

Loew's Theatres, out of town, are sending in monthly score cards of local critical opinion on current films, showing what pictures were reviewed by the newspapers and how they rated them. And this came in handy the other day when a Loew's executive was lunching with a New York newspaper writer who remarked that June was a bad month for movies, but after taking a look at what the critics had said in Baltimore, Toronto, Pittsburgh, Providence, Syracuse and elsewhere, had to admit that there was a lot of room for difference of opinion with the score card showing so many "excellent" and "very good" ratings.

WALTER BROOKS

Review

"Little Egypt"

(*Universal-International*)

AN ABUNDANCE of exploitation angles have been sprinkled into "Little Egypt." The picture is in Technicolor with such attractions as dancing girls, exotic costumes and romantic cross-currents. The story is one of those affairs that meanders easily along routine lines, turning up stylized comedy here and standard crises there. Mark Stevens and Rhonda Fleming take the romantic leads with support coming from Nancy Guild and Charles Drake.

Miss Fleming plays an Egyptian dancer who decides to go to the world's fair in Chicago in 1893 to give one of her sensual, hip-tossing performances. Her dance is fanned into a scandal, and somehow gets linked with the feminist movement, and as such is aired through the courts. Fitting into the comic developments is Stevens, an American confidence man in Egypt who is out to work a fast swindle with a Nile Reclamation Project. Since Miss Fleming also knows how to swing a fast deal, both interests clash especially when Miss Fleming poses as a princess in the interest of publicity and easy money. All along Miss Fleming and Stevens have their battles, but its a cinch that they will harmonize matters in the end since they really love one another.

In the course of events Stevens makes a play for Miss Guild and Miss Fleming counters by flirtations with Drake. By the time the finale rolls around a lot of people are revealed as phonies, but what is important is that Miss Fleming and Stevens break clean and decide to affiliate maritally. Frederick de Cordova directed from the screenplay by Oscar Brodney and Doris Gilbert; Jack Gross produced.

Running time, 82 minutes. Adult audience classification. Release date, Not set.

MANDEL HERBSTMAN

Delay on Controls

(*Continued from page 1*)

due shortly, it was indicated by a spokesman.

WSB officials said that they did not plan to make the reports public for a while. Indications were that in view of the situation the full board will almost have to make a fresh start on the whole subject.

Odds Favor

The odds seem to favor, however, that the final decision, whenever made, will either remove or relax wage controls on the film industry. According to the best information obtainable, the labor members are arguing for exemption for all industries free from price control; the industry members are urging that all industries be controlled, although some industries by special panels and not the regular board; and finally the public members are recommending that some industries be exempt and others controlled. Indications are the film industry would be among the types of industries which the public members would favor exempting.

WSB Revises Pay Increase Order; Films Not Affected

WASHINGTON, July 30.—A complete revision of the Wage Stabilization Board's merit pay increase order, issued today, will not change the board's authorization for the film industry to follow its traditional policies in paying talent personnel, according to board and industry attorneys.

Contained in Letter

The WSB authorization is contained in a letter "interpreting" the earlier merit pay increase order. Board officials said they felt this authorization still stood despite the revisions in the basic order. They declared the feeling was none of the revisions affected the talent situation.

Moreover, they pointed out, salary control is being taken over by the Salary Stabilization Board, which plans a special panel to consider film industry salaries. They said they doubted the board would want to upset established practices pending the findings of that panel.

2,069 UK Theatres Seek Quota Relief

LONDON, July 30.—The Board of Trade reports that 2,069 theatres have made application for quota relief or exemption for the year commencing Oct. 1 next, compared with 2,272 last year. Relief has been granted to 1,355 theatres, as against 1,379 last year, and exemptions to 180, against 203 last year.

With 534 applications rejected, compared with 690 last year, over 3,000 theatres will be required to meet the full 30 per cent quota next year.

Daff in London for Rank Conferences

LONDON, July 30.—Alfred E. Daff, director of world sales for Universal, has arrived here from Paris for a short visit, preparatory to resuming his round-the-world business tour. While here he will confer with J. Arthur Rank and John Davis and will have his first meetings with Kenneth Hargreaves and Sidney Caverson since their appointments with General Film Distributors were recently announced.

New Ohio Strike

(*Continued from page 1*)

The local strike was settled with a pact that calls for a 10 cent hourly wage increase for drivers and 14 cents for dockmen. Also included was a 40-hour week, time-and-one-half for Saturday work and paid vacations. Independent film haulers have been moving prints since last Thursday, when they agreed to abide by the terms of any city-wide contract agreed upon.

Distributors are requiring out-of-town theatres to return a played print in exchange for a new print in order to keep films from being tied up by the strike.

CLEVELAND, July 30.—All types of advertisements, including amusements, were missing from three Cleveland newspapers Friday through Monday. A city-wide trucking strike held up newsprint deliveries.

See Martin-Lewis Setting New High

Minneapolis, July 30.—Speculation in the office of the Minnesota Amusement Co. has been running high on the expected gross for the week's stay of Dean Martin and Jerry Lewis at Radio City here starting Friday in conjunction with the opening of the team's Paramount release, "That's My Boy."

Guesses of the Maco staff are running in excess of $55,000 which would beat old records for a week set by such attractions as Will Rogers, Paul Whiteman and Thurston the Magician.

Martin - Lewis Set Detroit Record

DETROIT, July 30.—Grossing $136,000 for their week's egagement here, Dean Martin and Jerry Lewis have become the new box-office champions at the Fox Theatre.

"The boys did $42,000 better than Jack Benny, who held the record until they came along," said David M. Idzal, managing director of the Fox.

The Martin and Lewis deal was for half the gross, so Detroit fans made the comedians richer by $68,000.

NY Grosses on 'Alice'

(*Continued from page 1*)

vorable response at the box-office are "Rich, Young and Pretty," which will bring the Capitol about $30,000 for its first week, an okay figure since the house has no stage show costs to meet, and "Happy Go Lovely" at the Astor, which will draw a fine $20,000 in its first stanza.

Other openers are "On Moonlight Bay" at the Warner, which looks for a satisfactory $22,000 in a first week; "Francis Goes to the Races" at Loew's State; which is drawing a good $18,000, and "Comin' Round the Mountain" at the Holiday, where $7,000 is due for the first week. "Oliver Twist" opened last night at the Park Avenue and is reported to be doing well.

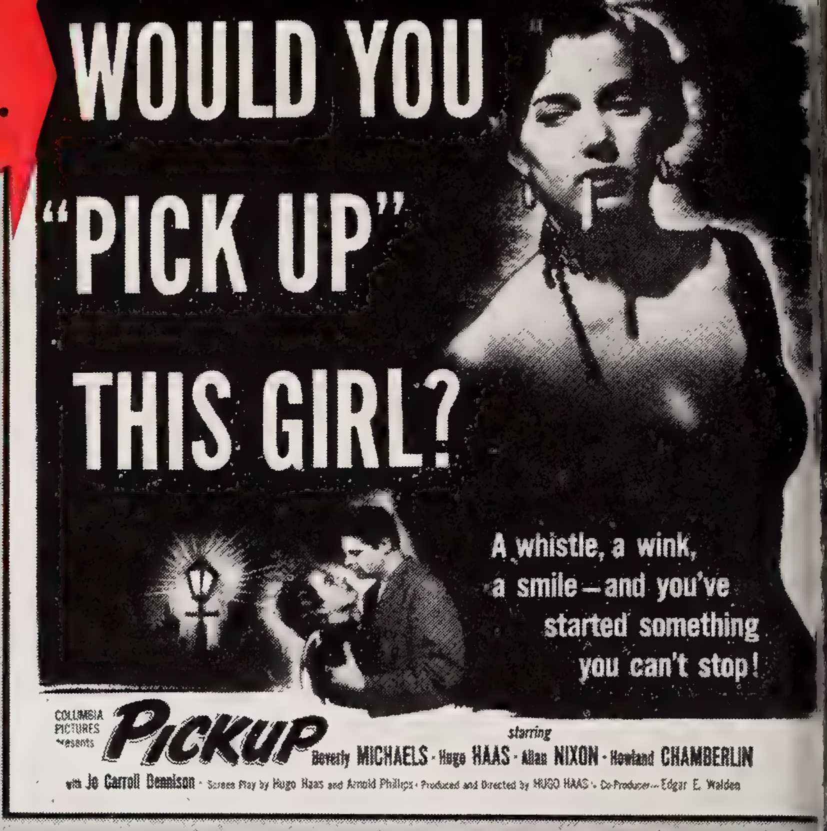
"Take Care of My Little Girl" is holding up at the Roxy, where $70,000 is estimated for the second week, but it will be replaced tomorrow with "Mr. Belvedere Rings the Bell." Another ice show will be on stage. "Peking Express" is having a good second week at the Paramount, with $48,000 estimated; Duke Ellington and his band are on stage. "That's My Boy" will open there tomorrow."

"Ace in the Hole" is concluding a solid run at the Globe, where an $11,000 gross is estimated for the fifth week. "The Secret of Convict Lake" will open there on Friday. "New Mexico" is tapering off to around $6,000 for its third and final week at the Victoria; "Bright Victory" will open there today.

"Circle of Danger" has settled down to about $4,000 for its third week at the Trans Lux 52nd Street and will hold for another week. At the Sutton, "Kon-Tiki" is ending its 17th week with a steady and satisfactory $6,500; it will continue indefinitely. "Tales of Hoffman" is also steady and consistent at the Bijou, where its two-a-day run is expected to draw $11,000 for its 17th week.

BUSINESS IS GOING TO "PIC

ADS LIKE THESE...

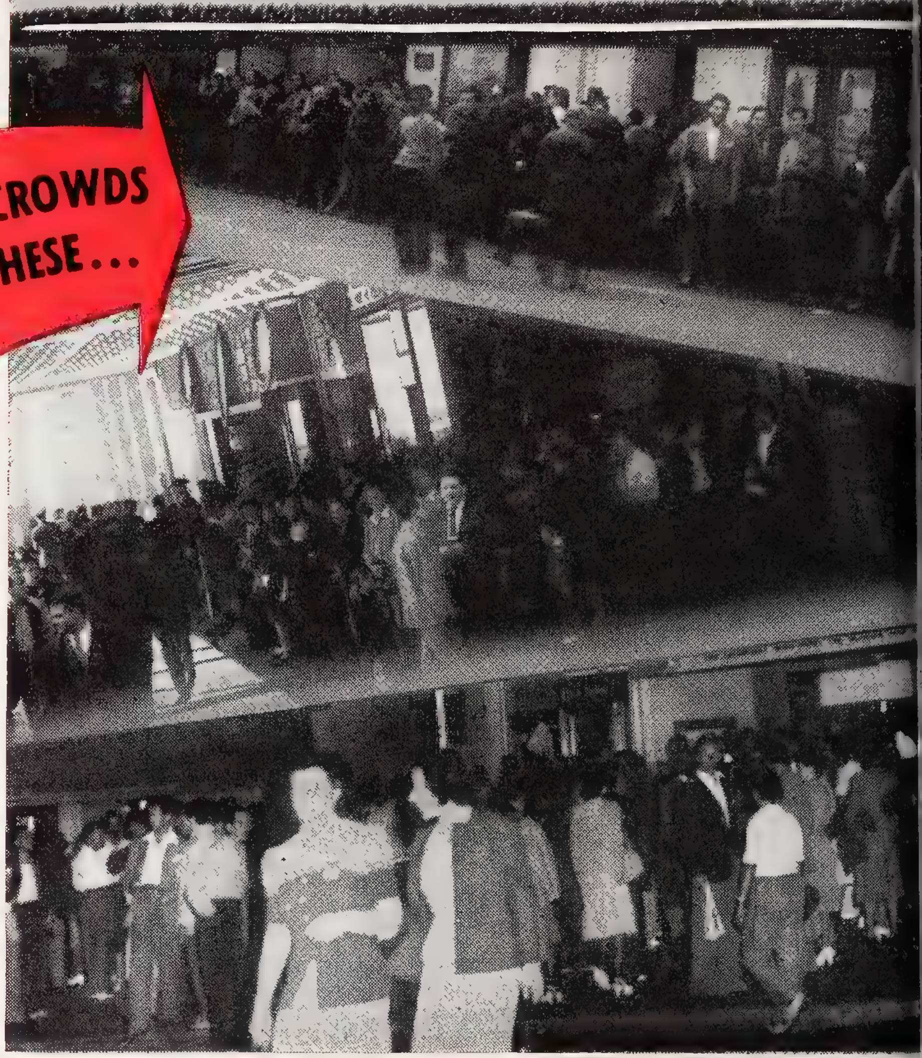


WOULD YOU "PICK UP" THIS GIRL?

A whistle, a wink, a smile—and you've started something you can't stop!

COLUMBIA PICTURES presents PICKUP starring Beverly MICHAELS · Hugo HAAS · Allan NIXON · Howland CHAMBERLIN with Jo Carroll Dennison · Screen Play by Hugo Haas and Arnold Phillips · Produced and Directed by HUGO HAAS · Co-Producer—Edgar E. Walden

BRING CROWDS LIKE THESE...



Columbia Pictures presents 'PICKUP' starring Beverly MICHAELS·Hugo HAAS·Allan NIXON·Howland CHAMBER

YOU CAN
"PICK UP"
THIS GIRL
...but you won't— if you know what's good for you!
KUP
Beverly MICHAELS · Hugo HAAS · Allan NIXON · Howland CHAMBERLIN

REVIEWS LIKE THESE...

THE CINCINNATI POST

Every so often a movie turns up, without ballyhoo or big names or Technicolor, and it turns out to be very good stuff indeed. Maybe the cast of unknowns does a bang-up job, or maybe the writing makes sense and the lines ring true. All of these conditions the present in "Pickup" (Grand), a modest masterpiece which is largely the work of one individual, Hugo Haas.

THE CINCINNATI TIMES-STAR

"PICKUP," the top half of the double bill at the Grand, is a sleeper and a good one.

TO TOWNS LIKE THESE...

CINCINNATI *move over!*

PROVIDENCE

BOSTON *Smash!*

MINNEAPOLIS *Smasher!*

WASHINGTON *Smashest!*

HARTFORD *wow!*

SCHENECTADY *NOW!*

CHICAGO

ST. LOUIS

NEW HAVEN

SYRACUSE

GRAND RAPIDS

opening soon watch 'em!

KUP"

o Carroll DENNISON · Screen Play by Hugo Haas and Arnold Phillips · Produced and Directed by HUGO HAAS · Co-Producer—Edgar E. Walden

12 Kansas Theatres Still Shut by Flood; Many Reopen Doors

Kansas City, Mo., July 30.—A few theatres in Kansas, possibly a dozen, still require more or less rehabilitation because of flood damage and have not yet reopened.

Many theatres which had water in their basements or in their auditoriums or were closed because of flood waters in streets for two to 10 days have reopened.

Nearly normal print delivery by express has been restored though a few trains are not running regular routes and bookers still have to check just before sending to make sure that the express will move to designated points. Much of the heavy, extra load carried by the exhibitors' film delivery service has been relieved and the service is being praised highly for its strenuous and at times heroic service.

The Riverside Drive-in at Kansas City, which was the only drive-in there where grounds were flooded, reopened Friday.

Among the flood incidents now being heard about was the reopening in Topeka of the Orpheum Theatre, which had been closed for the summer, for entertainment without charge of children of refugee families from flooded North Topeka. L. A. Breuninger, 20th Century-Fox Midwest manager at Topeka, cooperated with the Red Cross in this project.

Launch Industry Plans for Bond Drive

Conferences were held in Washington recently between Samuel Pinanski, national chairman of the motion picture committee for U. S. Bond campaigns, Vernon L. Clark, chief of the bond division, Treasury Department, and other Treasury officials, to plan the industry's participation in the first defense bond drive which will be held during September and October.

Pinanski, who has headed recent industry bond drive activities, announced that chairmen of all industry bond drive committees will continue in their present capacity.

Sweden Boosts Tax; Holds Rentals Down

A new foreign trouble spot has developed in Sweden, it is learned. The Swedish price control board has increased the admission price by 20 kroner, including a .09 boost in the admission tax. However, the board has refused to permit any increase in film rentals.

Distributors are protesting. They argue that not only should film rentals be increased proportionately with the increase in the admissions receipts after taxes but also that the higher admissions prices will probably lose business. That means, they say, rentals probably will go down.

Wilmark Begins

(*Continued from page 1*)

without interruption. This means that the Willmark contracts will go into effect immediately on Sunday.

Willmark has been checking for M-G-M for some time and now also will check for Paramount, 20th Century-Fox, Warner, RKO, United Artists, Universal and Columbia.

Circuits Hit UPT-ABC Plan

(*Continued from page 1*)

merger would be opposed by some groups. It is believed by lawyers here that the objections make a public hearing on the question inevitable.

The objection claims that Paramount frequently has been convicted of violating the anti-trust laws, and that if the merger and transfers are approved, it would result in combining radio and television facilities with the largest circuit of motion picture theatres in the world. The combination, it is charged, would "inevitably result in excluding" theatres in competition with UPT theatres from the radio and TV facilities of the new firm.

West's Business Rise Reflected by 'My Boy'

Salt Lake City, July 30.—The Western premiere of Paramount's "That's My Boy" in Salt Lake City recently reflected a spreading upturn in business hereabouts and set new local records. The results were all the more remarkable in light of the kinescoping on TV of the Walcott-Charles fight and the holding here of a rodeo show at the same time as the premiere.

Originally booked into the Utah for one performance with a stage show, the film and stage show played the Utah and Capitol. The Utah, with a capacity of 1,800, had to accommodate a total of 2,100 at the single performance. Eight hundred others attended the Capitol show.

NPA Appeal Wins Okay for Drive-In

Washington, July 30.—The National Production Authority's three-man appeals board has given Thompson Theatre Co. of Oklahoma City a green light to build a drive-in in Atoka, Okla.

The board's action overturns a decision of NPA's construction control division denying the theatre company permission to build the new drive-in. The board found there was "persuasive evidence" that denial of permission to build the theatre would cause financial and community hardship and also pointed out that the company had redesigned the theatre to get minimum use of critical materials.

Buffalo Resolution Would Favor Bingo

Buffalo, July 30. — A resolution which would place the Common Council of Buffalo on record in favor of legalizing Bingo for non-profit organizations has been filed with the city clerk by Council-at-Large James H. McCable for introduction at the next common council meeting.

The resolution further calls upon the Council to request the State legislature to amend the gambling laws to permit the operation of Bingo by such organizations.

Rank Film to U-I

"Pool of London," from the J. Arthur Rank Organization, will have its American Premiere at the Holiday Theatre in New York on Wednesday, Aug. 8. Universal-International is releasing the picture in the United States. It is a Michael Balcon production, directed by Basil Deardon.

To File UPT, ABC Stockholder Notice

Washington, July 30.—The Federal Communications Commission will be formally notified late this week or early next of the action of stockholders of American Broadcasting Co. and United Paramount Theatres approving the proposed merger.

Attorneys for the two firms said their pending applications for FCC approval would be amended to cover the stockholders' actions.

Houlihan Quits 20th Post in Albany

Albany, N.Y., July 30.—Daniel R. Houlihan, 20th Century-Fox manager here for four years, has resigned effective Aug. 19. He started with the company here as a shipper in 1934, working up through booker and salesman to manager. He succeeded Joseph Rosen as manager when Rosen was transferred to Cincinnati.

Houlihan worked for Educational Films before joining 20th Century-Fox.

The successor to Daniel Houlihan as 20th Century-Fox manager in Albany was not divulged by the home office here yesterday.

Lamour, 40 Cowboys Greet 'Groom' Junket

Elko, Nev., July 30.—New York's contingent of newspapermen, making a total of 74 from all over the country, arrived here this morning by chartered plane for the premiere of Paramount's "Here Come the Groom" at the Hunter and Rainbo theatres tonight.

The delegation was greeted by Dorothy Lamour and 40 mounted cowboys and an informal parade to the Ranch Inn was held. A reception was held before the showing of the Bing Crosby starrer.

Bldg. Code Changes Studied at Hearing

Proposed amendments to the New York State standard building code for places of public assembly, including out-of-town theatres in cities accepting the building standards, was the subject of a hearing here yesterday before the Board of Standards and Appeals.

Another hearing will be held today in Rochester. Last day for receipt of comments on the proposals is Aug. 31.

Ontario Reviews Three

Toronto, July 30.—For the past month, the Ontario Censor Board has given adult classification to three pictures, "No Orchids for Miss Blandish," "Strangers on a Train" and "Prowler."

Sells Liberty Theatre

Portland, July 30.—The Liberty Theatre here has been sold by the Bank of California to John Hamrick's theatre interests for an amount in excess of $600,000, effective Wednesday.

RKO Board

(*Continued from page 1*)

Hughes appointee, James T. Brown, has already resigned.

Greene said that his "protective committee" will be composed of stockholders who are well-versed in the fields of finance, theatre operation and real estate. The latter field is of interest as it has been reported that the Wall Street interests with whom Greene is identified look with favor upon a policy of liquidating theatres and other real estate properties.

The first step, Greene reiterated, is to obtain representation on the board. He has said that he would be satisfied if two board places were allocated to his forces, providing a third member was independent of both management and Hughes. He has been conducting negotiations with RKO Theatres management here on that topic, but without any commitment from it.

An RKO spokesman was chary of comment on the show cause order yesterday. He would not comment on Greene's demands for board representation and when asked if the Department of Justice order would be opposed, he said, "I don't know."

Dreibelbis, connected with Bankers Trust, also declined to comment on the charge that he was a Hughes man on the board. Asked if he might resign, as did Brown, he also said, "I don't know." Bent, a former partner of Merril, Lynch, Fenner and Beane, was unavailable for comment.

Md. Theatre Owners File $90,000 Suit

Washington, July 30.—A new $90,000 anti-trust suit was filed here today against three distributors and two Maryland theatre companies. The suit was filed by Charles Wingfield and F. B. Klein, owners of theatres in Church Hill and Chestertown, Md. Defendants are Paramount, 20th Century-Fox, RKO, Centreville Amusement Corp. and John D. Fernicola, its president and the Grasonville Theatre Co.

The suit is an outgrowth of an earlier suit by Centreville against the three distributors, Columbia and Wingfield and Klein. That suit asked $150,000 and damages for an alleged conspiracy to favor the Wingfield-Klein theatres over the Centreville's Center Theatre.

In February, the distributors settled that suit out of court, giving equal availability to five towns in the Eastern Shore area. The Wingfield-Klein suit filed here today charges that agreement is illegal and asks $30,000 damages, trebled, plus an injunction against the agreement being carried out.

Magazine Ad Pattern Set for U-I's 'Horde'

Carrying forward the national magazine advertising pattern introduced on "Up Front" when theatres and date listings were featured in *Life* and *Saturday Evening Post,* Universal-International is developing a similar campaign on "The Golden Horde," its Technicolor film starring David Farrar and Ann Blyth. For "The Golden Horde," U-I will use page and one-half, two-color advertisements in *Life* and *Look* magazine with more than 300 theatres listed.

NEWS in Brief . . .

BALTIMORE, July 30.—A contract for ex-champion Joe Louis to fight in the Baltimore Memorial Stadium on the night of Aug. 15 has been signed by the Baltimore Variety Club Tent No. 19 to aid Variety's Heart Fund. Louis' opponent will be Jimmy Bevins.

•

CHICAGO, July 30. — The RKO Palace becomes a legitimate theatre on Sept. 17 when "Gentlemen Prefer Blondes" moves into the 2,500-seat Loop house for a run-of-the-show engagement.

There has been no official indication of how this move will affect the unlimited first-run privilege of the RKO Grand, conceded by the plaintiffs in the Jackson Park case providing the Palace played a specified number of pictures every 13 weeks. "Alice in Wonderland," opening Aug. 3 for an extended run, will be the last film to play the house before "Gentlemen Prefer Blondes" goes in.

•

HARTFORD, July 30. — Two new amusement corporations have filed certificates of incorporation here with the Secretary of State. They are the Center Ridgeway Theatre, Inc., Stamford, incorporators, Archibald H. Tunick, George W. Tunick, and Angelica Caputo, and the Lyn-Jil Theatre Co., Inc., Stratford, incorporators, Seymour B. Levine and Ida M. Levine.

•

PROVIDENCE, July 30.—Chief of Police M. M. Stetkiewz, president of the State Police Chiefs Association, announced today that the organization has voluntarily pledged its support to the forthcoming "Jimmy" fund drive and that all police chiefs of Rhode Island will act as co-chairmen with the theatre managers of Rhode Island theatres.

•

New Orleans, July 30.—B. V. Sheffield, chairman of the Allied Gulf States mid-summer frolic and board meeting announced that because the dates previously scheduled for Aug. 7-8 would interfere with the Mississippi state election new dates of Aug. 14-15 were set. The place for the event remains the same, at the Edgwater Gulf Hotel, between Gulfport and Biloxi, Miss.

•

NEW ORLEANS, July 30.—After many court wrangles between the city zoning commission and Pittman Theatres, Inc., operators of the Pitt, a neighborhood theatre, was closed after a Circuit Court appeal order affecting litigation between the city and theatre owners had been withdrawn, T. A. Pittman, president announced.

•

E. T. Gomersall, former Universal sales executive, has acquired the Lee and Dixon Theatres in Dixon, Illinois, and the Midway-Prairieville Drive-In on the outskirts of Dixon. Gomersall operates the Luna Theatre, Kankakee, and the Grove, Elgin, Ill., which he acquired last year from Great States.

•

Record albums on three M-G-M Technicolor musicals will be gotten out between now and the fall by M-G-M Records, Inc. The pictures are "Rich, Young and Pretty," "An American in Paris," and "Show Boat."

Anglo-American Pact

(*Continued from page 1*)

will take place at the luncheon despite its social nature. The luncheon will mark Sir Hartley's first get-together with the entire American delegation since their arrival here more than two weeks ago. Illness and pressure of government business prevented an earlier meeting.

Signing May Be Near

The agreement is now in tentative draft form and possibly could be formally signed at the next meeting of the negotiators. The British are holding out for what amounts essentially to maintenance of the *status quo*, limiting remittances to $17,000,000 annually plus 23 per cent of American investments in production here. The Americans are pressing for both an increase in remittances and liberalization of the permitted uses of their blocked sterling.

Despite the delays in the negotiations and the Britons' insistence that the nation's current and future economic problems prevent a liberalization of the agreement, John McCarthy, member of the American delegation, describes the discussions as "vigorous but friendly." All members of the American delegation express themselves as being fully appreciative of Britain's continuing balance-of-payments problem.

No figures are available but the understanding is that under the present permitted uses practically every pound of American film earnings here has been worked out in some way or another.

Unpropitious Time

It is conceded on all hands that no time could have been less propitious than this for the talks to be held. On the eve of the first meeting, Chancellor of the Exchequer, Hugh Gaitskell, made his grave warning on the country's economic position. Last week he announced a three-year limitation of company dividends, which produced a severe slump in stock prices and a sharp Tory reaction.

Du Mont TV Sets Up Sports Department

Du Mont television network's determination to retain outstanding sports telecasts for commercial TV was shown in the appointment at the weekend of Tom S. Gallery, former sales director, as the head of a new sports department. Gallery conducted the negotiations which led to sponsorship of the Charles-Walcott fight by a group of television manufacturers.

Ted Bergmann, account executive, will succeed Gallery as sales director and John H. Bachem, former Eastern sales head, will become assistant director.

Two Canadian Film Meetings Are Set

OTTAWA, July 30.—The Convention of Motion Picture Industries of Canada will be held in Montreal, Sept. 24-26.

The National Film Board of Canada field staff will meet in Banff, Alberta, Sept. 24-Oct. 15.

Fight Film in Toronto

TORONTO, July 30.—After playing first-run for one week at the Famous Players' Capitol and Tivoli theatres, the film of the Sugar Ray Robinson-Rany Turpin heavyweight championship bout in England was moved over to nine neighborhood units of Bloom and Fine Theatres and also the Biltmore downtown independent theatre for another week.

TV Code

(*Continued from page 1*)

at a meeting here today agreed to set up four special subcommittees to work between now and October on standards for television program and advertising content and on methods of getting broadcaster observance of such standards. The subcommittees are to report at a meeting here Oct. 2 and 3, at which time it is hoped that a final code will be approved.

The group also decided to ask the NARTB to conduct a nation-wide survey to get viewer reactions on program and advertising content.

NPA Approves 3; Denies One Other

WASHINGTON, July 30.—Three theatre construction projects were approved by the National Production Authority during the week of July 13-19 and one was denied, the agency announced.

A $109,700 theatre for Royal Amusements, Inc., of Honolulu led the approval list. Also approved were new drive-ins in Harrisonburg Va., and Chattanooga, Tenn., for Valley Enterprises, Inc., and A. W. Kelley, respectively. Turned down was a $71,800 drive-in proposed by Edward Perkins Theatre Corp., of San Gabriel, Calif.

Odeon Ticket System

TORONTO, July 30.—A new attendance check system involving a count of ticket stubs at the headoffice has been put into effect at units of Odeon Theatres (Canada) Ltd.

Based on a British plan, the stubs are assembled according to admission prices and are forwarded daily to the Toronto headquarters, after which they are destroyed as required by sharp Tory reaction.

U. S. and Mexico Fix New Rate on Dollar

Mexico City, July 30.—The film industry here is gratified that the peso rate for the dollar is to continue at 8.65 per until June 30, 1953 under an agreement between the U. S. and Mexican governments. The gratification stems from the trade being sure now that the dollar-peso rate will not be changed for at least two years.

Radio Writers Seek Ballot in TV Tilt

The membership of the Eastern region of the Radio Writers Guild, has passed a resolution urging the Authors League of America to arrange at once for an election among all television writers to determine their union representation.

The resolution was adopted in protest against the League's and the Screen Writers Guild's joint action which gave jurisdiction over television writers, pending reorganization, to a television writers group of the League in the East and a TV writers group of the Screen Writers Guild on the Coast.

"We want an election and not the Authors League and Screen Writers boards to sit in executive session among themselves and decide where 1,000 writers will go," a spokesman for the Radio Writers Guild declared.

A statement by the Authors League earlier had indicated that contracts will be serviced in the East by the League and in the West by the SWG. The National Television Committee of both retains authority to handle all negotiations. All former jurisdictional authorities over television were rescinded, the League reported. Oscar Hammerstein, 2nd, president of the League, announced that he would immediately appoint an all-Guild committee to begin working on reorganization.

New Bradenton Theatre

ATLANTA, July 30.—The Bradenton Theatre Co. has taken over the State Theatre at Bradenton, Fla.,

Fill that empty seat . . . thru
CREATIVE IMAGINATION!
Consult
BEN ADLER, Advertising
1501 BROADWAY, NEW YORK, N. Y. • LO 4-2748
COMPLETE MOTION PICTURE SERVICE
FOR PRODUCERS • DISTRIBUTORS • EXHIBITORS
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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
June 24	(June Releases) LORNA DOONE (Color) Barbara Hale Richard Greene D—84 min. (Rev. 5/25/51)		KIND LADY Ethel Barrymore Maurice Evans D—78 min. (Rev. 6/18/51)	MONTANA DESPERADO Johnny Mack Brown O—51 min. (5143))	(June Releases)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D—76 min. (119) (Rev. 5/23/51)	(June Releases) HALF ANGEL (Color) Loretta Young Joseph Cotten C—77 min. (Rev. 4/9/51)	(John Arent) TWO GALS AND A GUY Robert Alda Janis Paige CD—70 min. (Rev. 6/7/51)	(June Releases) APACHE DRUMS (Color) Stephen McNally Coleen Gray D—75 min. (Rev. 4/24/51)		MASSACRE HILL Chips Rafferty Jane Barrett D—72 min. (1C) (Release: June, 1951)
July 1	THE TEXAS RANGERS (Color) George Montgomery Gale Storm O—68 min. (Rev. 6/5/51)	G. I. JANE Jean Porter Tom Neal C (5012)	STRICTLY DISHONORABLE Ezio Pinza Janet Leigh CD—96 min. (Rev. 6/29/51)		DEAR BRAT Mona Freeman Edward Arnold Billy DeWolfe C—82 min. (5021) (Rev. 4/25/51) TRIO Jean Simmons Michael Rennie D—92 min. (5030) (Rev. 10/10/50)	THE DAKOTA KID Michael Chapin Eilene Janssen O—60 min. (5067) (Rev. 7/3/51)		THE HOUSE ON TELEGRAPH HILL Richard Basehart Valentina Cortesa William Lundigan D—93 min. (Rev. 3/6/51) AS YOUNG AS YOU FEEL Monty Woolley Thelma Ritter David Wayne Jean Peters CD—70 min. (Rev. 6/5/51)		HOLLYWOOD STORY Richard Conte Henry Hull Julia Adams D—77 min. (Rev. 5/11/51)	STRANGERS ON A TRAIN Farley Granger Ruth Roman Robert Walker D—101 min. (027) (Rev. 6/14/51)	MANIACS ON WHEELS Dirk Bogarde Renee Asherson D—76 min. (2C) (Rev. 7/9/51) (Release: July, 1951)
July 8	CHINA CORSAIR Jon Hall Lisa Ferraday D—68 min. (Rev. 6/12/51) SILVER CANYON Gene Autry O—70 min. (Rev. 6/21/51)	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O—63 min. (5123)		THE RODEO KING AND THE SENORITA Rex Allen O—67 min. (Rev. 7/20/51)			(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)			BAD LORD BYRON Dennis Price Joan Greenwood CD—85 min. (1A) (Release: Aug., 1951)
July 15	(July Releases) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding CD—104 min. (Rev. 7/17/51)	STAGE COACH DRIVER Whip Wilson O—52 min. (5153)	(July Releases)	FUGITIVE LADY Janis Paige Binnie Barnes D—78 min. (5011) (Rev. 7/17/51)	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (98) (Rev. 6/12/51)	(July Releases)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)	(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)	SOUVAINE FACE TO THE WIND (French) Jackie Gencel CD—85 min. (Release: 7/6/51)
July 22	HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51) TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51)	LOST CONTINENT Cesar Romero Hillary Brooke D—83 min. (5004) (Rev. 7/24/51)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)		PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51) ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (292) (Rev. 7/2/51)	THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51) THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.	THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)		
July 29	BIG GUSHER Wayne Morris Preston Foster D—68 min. (Rev. 7/11/51) BONANZA TOWN Charles Starrett Smiley Burnette O—56 min. (Rev. 7/17/51)		RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C—68 min. (5113)			ON DANGEROUS GROUND Ida Lupino Robert Ryan D	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	CLOUDBURST Robert Preston Elizabeth Sellars D	COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)	LOVERS OF VERONA (French) Anouk Aimee D—95 min. (Release: 7/13/51)
Aug. 5	MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)						ON THE LOOSE Jean Evans Lynn Bari Melvyn Douglas D—78 min. (Rev. 7/25/51)		(Daniel M. Angel) MR. DRAKE'S DUCK Doug. Fairbanks, Jr. Yolande Donlan C			ALICE IN WONDERLAND (Color) Lou Bunin's Puppets Carol Marsh Mus. Fantasy—83 m. (Rev. 7/25/51) (Release: 7/26/51)
Aug. 12	(Aug. Releases) WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min.	HOME TOWN BOY Harold Lloyd, Jr. C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min.		(Aug. Releases)		HIS KIND OF WOMAN Jane Russell Robert Mitchum D—120 min. (201) (Rev. 7/12/51)		(Ernest Gartside) OBSESSED David Farrar Geraldine Fitzgerald D	(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O—77 min. (Rev. 7/17/51)	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)	DAYS OF OUR YEARS (French dialogue) with Eng. narration) Pierre Fresnay Document'y—91 min. (Release: 8/3/51)
Aug. 19	NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51)	LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)		OKLAHOMA OUTLAWS Johnny Mack Brown O (5144)	PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51) THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O—60 min. (5062)	FLYING LEATHERNECKS (Color) John Wayne Robert Ryan D—102 min. (261) (Rev. 7/19/51)	(Aug. Releases) THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)		MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D—81 min. (Rev. 7/24/51)		HER PANELLED DOOR Phyllis Calvert D (Release: 8/17/51)
Aug. 26	PICKUP Beverly Michaels Hugo Haas D—78 min. (Rev. 7/19/51) CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D		THE STRIP Mickey Rooney Sally Forrest D—85 in.	(Allied Artists) DISC JOCKEY Ginny Simms Tom Drake M (AA21)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)	ADVENTURES OF CAPTAIN FABIAN Errol Flynn Micheline Prelle D	BEHAVE YOURSELF Farley Granger Shelley Winters CD	MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C—87 min. (Rev. 7/24/51)	(Lazar Wechsler) FOUR IN A JEEP Ralph Meeker Yoseph Yadin D—97 min. (Rev. 6/5/51)	IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51) BRIGHT VICTORY (pre-release) Arthur Kennedy Peggy Dow D—97 min. (Rev. 7/20/51)		GALLOPING MAJOR Basil Radford C (Release: 8/24/51)
Sept. 2	CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	F. B. I. GIRL Cesar Romero George Brent D (5002)	THE PEOPLE AGAINST O'HARA Spencer Tracy Pat O'Brien D—103 min.				THE BLUE VEIL Jane Wyman Joan Blondell D	MEET ME AFTER THE SHOW (Color) Betty Grable Macdonald Carey MC-86 min.				

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 22 NEW YORK, U. S. A., WEDNESDAY, AUGUST 1, 1951 TEN CENTS

Tax Write-offs Aid Film Manufacturers

Golden Reveals Loans For Defense Work

CHICAGO, July 31.—The U. S. Government is giving firms in the film and photographic equipment field financial help to expand their production facilities for defense, National Production Authority film chief Nathan D. Golden declared today.

Speaking before the annual convention of the National Audio-Visual Association, Golden said that Eastman Kodak, General Aniline and Film, Fairchild Camera, Haloid Co. and Bol Ltd. have been among firms getting government aid through fast tax write-offs.

(Only yesterday in Washington, the NPA announced approval of an application by Eastman Kodak to write off in five years part of a $20,000,000 film expansion program.

(NPA officials there said that while many film industry firms had been recommended for loans, so far no ac-

(*Continued on page* 5)

US Ticket Tax Off 7% in First Half

WASHINGTON, July 31.—General admission tax collections in the first six months of this year, reflecting box-office business from Dec., 1950, through May, 1951, were about seven per cent below the total for the same 1950 period, in 1950, according to the Bureau of Internal Revenue.

They showed total collections during the first half of this year of $156,439,186, compared with $168,492,704 in the January-June period last year.

(*Continued on page* 5)

Hutner in New Post On Special Events

Meyer Hutner has been promoted to the post of special events manager for 20th-Fox by vice-president Charles Einfeld. Hutner will work in the publicity department with Stirling Silliphant, who this week was named publicity manager, and will assist in departmental coordination.

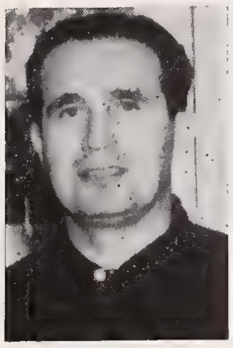
Hutner has been a member of the company's publicity department since 1948.

Ohio Deliveries Are Nearing Normalcy

Cleveland, July 31 — Film deliveries are returning to normal as the two-day strike of 6,000 over-the-road truck drivers ended while negotiations effecting some 400 drivers and five employers continue in Columbus to correct individual alleged grievances.

New Jersey Allied Reelects Snaper

Wilbur Snaper was re-elected for his third successive term as president of Allied Theatre Owners of New Jersey at its annual meeting held yesterday at the Berkley - Carteret Hotel in Asbury Park.



Wilbur Snaper

Other officers re-elected were Louis Gold and Sam Frank, vice-presidents; Haskell Block, secretary-treasurer; Sidney Franklin, assistant treasurer; William Basil, sergeant-at-arms.

A two-hour business meeting was held, which was followed by an outing for members.

Plan Re-release of Old Fairbanks Films

Plans are being arranged for the re-release of old films of Douglas Fairbanks Senior, some of them in sound, Douglas Fairbanks, Jr., revealed here yesterday. Fairbanks, who returned to the U. S. after three months in England where he starred in his own production, "Mister Drake's Duck," and produced the Bette Davis film, "Another Man's Poison," was host at a United Artists trade press luncheon at Al and Dick's here.

Fairbanks, who has been active in production in association with Daniel M. Angell, said he is now surveying the television field with a view toward TV production. He also said he has plans for another film to be made abroad on a joint production deal.

Fairbanks, who has been in the industry 29 years, 16 years in production, said one of the main incentives

(*Continued on page* 5)

West Pennsylvania Owners Set Up Aid ForCompoProgram

PITTSBURGH, July 31.—Pittsburgh area theatre owners have formed a standing committee whose duties will be to direct and follow through at the local level the proposed Council of Motion Picture Organizations fall campaign, designed to bring back theatre patrons and develop new ones.

The group represents all types of exhibitors and is composed of president Fred Beedle, national director Morris Finkel, and business manager Wally Allen of Allied Theatre Owners of Western Pennsylvania; Warner Theatre executives Joe Feldman and Henry Burger, and Harris Theatre executives George Eby and Ken Hoel. These three groups represent 90 per cent of all theatres in Western Pennsylvania and it is expected that other cities in the territory will follow through in the same manner, after a master plan has been set.

The committee plans to fill in locally with additional stunts and ideas so that all facets and mediums of exploitation will be used. Burger, Hoel and Allen will be in charge of the actual direction of the publicity, advertising and exploitation.

Report Progress on British Negotiations

LONDON, July 31.—Sufficient progress was made in two separate meetings here today on the new Anglo-American films agreement to warrant the belief in informed quarters that the negotiations will be finalized this week.

The first conference was held in conjunction with a luncheon at the House of Commons tendered the American negotiators by Sir Hartley Shawcross, president of the Board of Trade. It was Sir Hartley's first official meeting with the entire Ameri-

(*Continued on page* 4)

Columbia's Annual Meeting in Chicago

Columbia will hold its annual sales convention in Chicago next week, it was announced yesterday by A. Montague, general sales manager, who will preside at all sessions. The convention will open Monday at the Drake Hotel and will run for five days through Friday. Those attending will include studio and home office executives, department heads and top sales personnel, and division and branch managers as well as representatives from the Canadian branch.

Suit Asks End Of Cincinnati Release Plan

Action Stems From 20th Multiple Runs Trial

CHICAGO, July 31.—A suit asking for the breaking up of the "Cincinnati release system" was filed in Federal District Court here yesterday afternoon against the eight major film companies and RKO Theatres, Inc., by the Valley Shop-in, Inc., operating the Valley Theatre, Cincinnati; Richard P. Ernst Realty Co., operating the Madison Theatre, Covington, Ky., and Ackerman Enterprises, operating the Covedale Theatre, Cincinnati.

The Cincinnati release system consists of a downtown first-run followed by a waiting period of five weeks (originally nine weeks) before the three subsequent runs, which are two weeks apart.

According to the suit, the plaintiffs' theatres played in the first suburban run until April, 1951, at which time 20th Century-Fox licensed 15 pictures to them and the Capital and Keith on

(*Continued on page* 5)

F. & M. Sparks Kick Vs. ABC-UPT Merger

WASHINGTON, July 31.—The five theatre companies which yesterday asked the Federal Communications Commission to refuse approval of the proposed transfer of American Broadcasting Company's television and radio stations to United Paramount-ABC, were identified today as subsidiaries or affiliates of Fanchon and Marco.

The objectors are: St. Louis Amusement Co., Partmar, Cabart, Eden and Paramount Hollywood

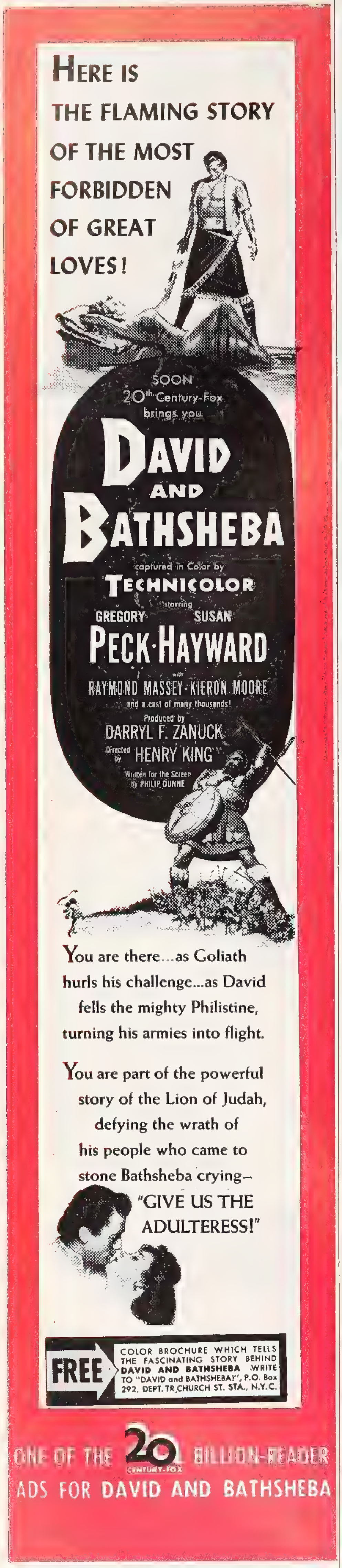
(*Continued on page* 4)

$1,248,000 from The Netherlands in '51

WASHINGTON, July 31.—The Netherlands government has indicated it would allow 4,800,000 guilders ($1,248,000) of the total received by U. S. distributors for films to be transferred into dollars in 1951, according to the Commerce Department. A guilder is worth about 26 cents.

Commerce film chief Nathan D. Golden reported that the foreign exchange allocations for 1951 have been

(*Continued on page* 4)



HERE IS THE FLAMING STORY OF THE MOST FORBIDDEN OF GREAT LOVES!

SOON 20th Century-Fox brings you

DAVID AND BATHSHEBA

captured in Color by TECHNICOLOR

starring GREGORY PECK · SUSAN HAYWARD

with RAYMOND MASSEY · KIERON MOORE

and a cast of many thousands!

Produced by DARRYL F. ZANUCK

Directed by HENRY KING

Written for the Screen by PHILIP DUNNE

You are there...as Goliath hurls his challenge...as David fells the mighty Philistine, turning his armies into flight.

You are part of the powerful story of the Lion of Judah, defying the wrath of his people who came to stone Bathsheba crying– "GIVE US THE ADULTERESS!"

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA. WRITE TO "DAVID and BATHSHEBA!", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 CENTURY-FOX BILLION-READER ADS FOR DAVID AND BATHSHEBA

Tradewise . . .

By SHERWIN KANE

THE Department of Justice last week obtained a show cause order from the Federal statutory court here calling for the amendment of the "Little Three" decree presumably, although the language is not explicit, to prohibit United Artists and Universal from having common officers, directors or agents. The order also would require United Artists to offer for sale the assets acquired from Eagle Lion Classics last March.

The first part of the application would seem to be directed at Robert S. Benjamin, who is a member of the Universal board of directors, and who joined with Arthur Krim and Matthew J. Fox in acquiring management control of United Artists from its owners, Mary Pickford and Charles Chaplin, last February.

Benjamin did not become a member of the United Artists board, is not an officer of the company, nor is he an agent empowered to sign contracts. His services to UA are primarily advisory.

Quite obviously, it is extremely doubtful whether such advisory services to UA could be held to be violative of even the spirit of the law which prohibits interlocking directorates which tend to substantially lessen competition.

It would appear that the government wants the "Little Three" decree rewritten to prohibit what the law does not.

•

In the predicament, now fortunately being eased, in which UA found itself last winter, it is doubtful whether any member of the industry, cognizant of the facts, would have wished to see UA denied aid and counsel from any source qualified to help preserve and re-build that company.

With UA it was a question of survival. It was a distributing company without product to distribute, and at a time when, even as now, exhibitors were clamoring for an increased volume of product to help keep their theatre doors open. The task of solving UA's problem, of keeping it from going under completely, was a monumental one and there were few in the industry prepared and willing to undertake it. It is to the everlasting credit of the Krim-Benjamin-Fox trio and their associates that they had the guts to attempt it.

Certainly, in the intervening six months there has been no evidence that competition between UA and Universal, or UA and any other company, has lessened. There can be no deterioration of competition in production, because UA is not a producing company. In distribution, competition between UA and Universal has been increased, because, prior to the Krim-Benjamin-Fox takeover, UA had virtually nothing to distribute.

The government's petition makes the assertion that the situation it complains of has "actually resulted in the elimination of one of the few independent competitors in the production and distribution field," meaning ELC.

The charge is absurd. UA's purchase of ELC's product assets was not the reason why ELC became inactive. The ELC studio did not change hands nor is it closed; nor were its exchanges acquired by UA. The decision to cease production and distribution was made by ELC's management and Pathe Industries, its parent, because in their judgment unsatisfactory operations over a long period made it inadvisable for the company to continue. Pathe Industries is free to resume production and distribution at any time its management and owners see fit to do so.

The deal by which UA acquired ELC's product assets, in fact, resulted in the addition to the industry of one, at least momentarily, healthy company in place of two weak ones.

Does the government object to that? Perhaps it would have preferred to have seen both companies go under.

Equally dubious is the government's reasoning in waiting six months to bring its show cause order, a procedure in law of an emergency character, and having a hearing date set for three months hence.

UA's long-range problems still remain. Benjamin and his associates cannot even become part owners of UA until they have turned the company's losses into a full year's profitable operation. To accomplish that, UA will require all of the knowledge it can possibly obtain.

It is to be hoped that the government action will be opposed, and successfully so. That failing, UA would be benefited should Benjamin feel free to resign from the Universal board and devote all, rather than part, of his time to the rebuilding of UA.

Personal Mention

LOUIS ASTOR, Columbia circuit sales executive, will arrive in Milwaukee today from New York.

•

HOWARD DIETZ, Loew's vice-president in charge of advertising and publicity, was married to LUCINDA GOLDSBOROUGH BALLARD, a well-known theatrical costume designer, yesterday at the Community Church of Greenwich, Conn. The couple is en route to California on a wedding trip.

•

JAY FINN, son of MAX FINN, home office executive of E. M. Loew's Theatres, has been named manager of the E. M. Loew's Hartford Drive-in, Newington, Conn., replacing J. W. COTOIA, resigned.

•

E. M. SAUNDERS, M-G-M assistant sales manager, became a grandfather when his daughter, MRS. A. E. ROHE, gave birth to a boy Monday at Lawrence Hospital, Bronxville, N. Y.

•

HARRY FELLERMAN, sales head of the Universal-International special films division, will leave here today for Pittsburgh and Cleveland and will return Friday.

•

BILL HARWELLA, manager of the Warners' Palace Theatre, Lorain, O., has had his second popular song, "Yellow Shoes Polka," recorded by Victor Records.

•

JACQUES BAR, French producer, is due here at the weekend from Paris for conferences with United Artists executives.

'Groom' Bow Nets $10,000 for Hospital

ELKO, Nev., July 31. — The twin premiere of Paramount's "Here Comes the Groom" at the Hunter and Rainbo theatres here last night is expected to give $10,000 to the building fund of the Elko County Hospital soon to be built. The three-day festivities of the premiere, which will end tomorrow night ,have drawn crowds that practically double the town's normal 5,000 population.

Among the guests of Paramount are 72 newspaper and wire service representatives, Governor Russell of Nevada, Governor Lee of Utah, Senator Malone and Congressman Baring. The contingent from Hollywood includes Bing Crosby, Alexis Smith, Cass Daley, the Cass County Boys, Connie Boswell, Joe Venuti and Dorothy Lamour.

Sheridan a Synagogue

CHICAGO, July 31.—The deal for the sale of the Essaness Sheridan Theatre to Anshe Emet Congregation for use as a synagogue was consummated and the building changes hands immediately. The theatre has been closed recently.

The purchase price of the theatre was $150,000. It was built in 1927 at a cost of $1,340,000.

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NO BUSINESS LIKE "SHOW BOAT" BUSINESS!

New All-Time Non-Holiday High in 1st Week at Music Hall, N.Y. forecasts "Caruso" long run!

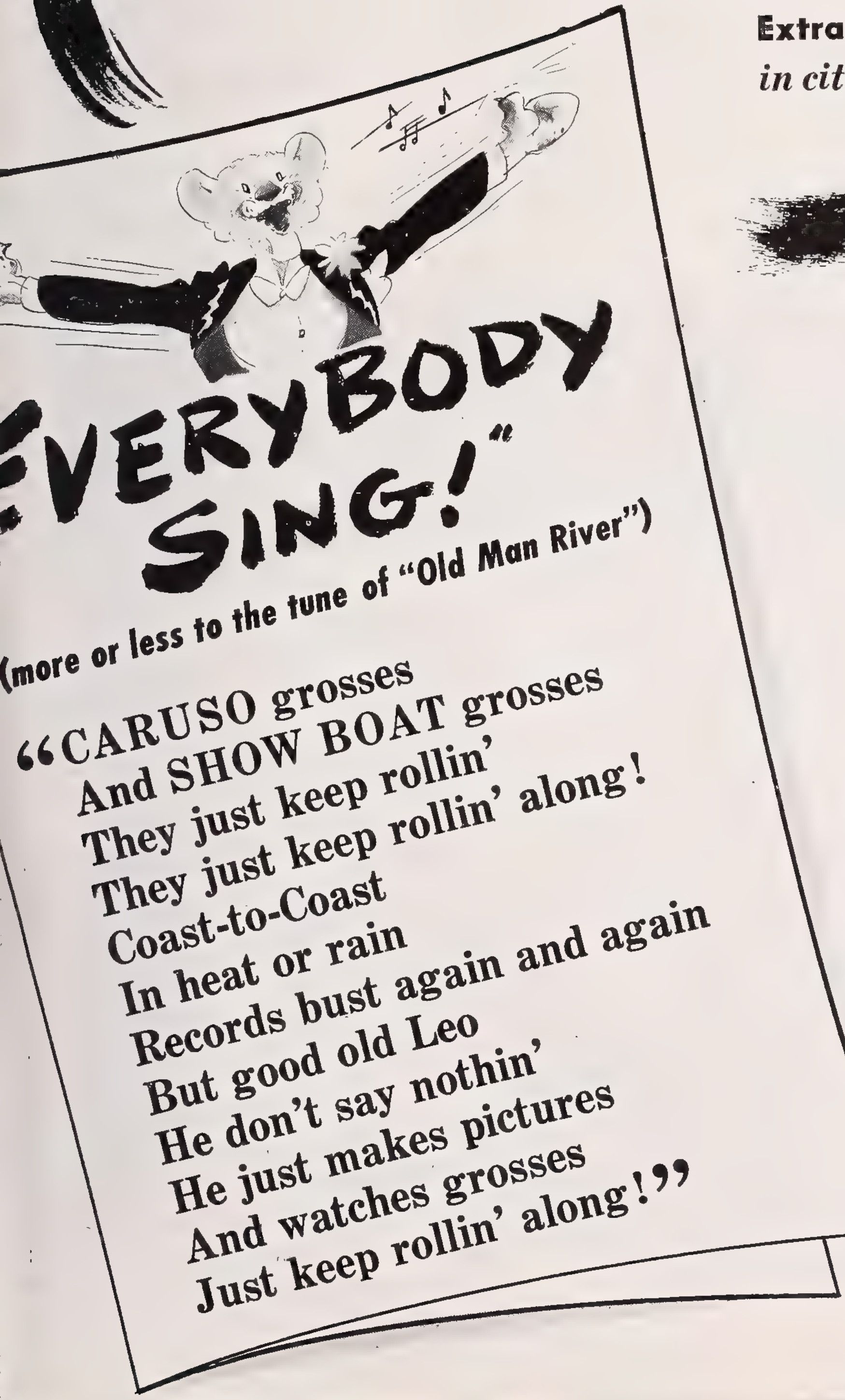
---

36 ENGAGEMENTS IN 3rd WEEK AT PRESS-TIME AND MORE EVERY DAY!

FLASH! AS WE GO TO PRESS!

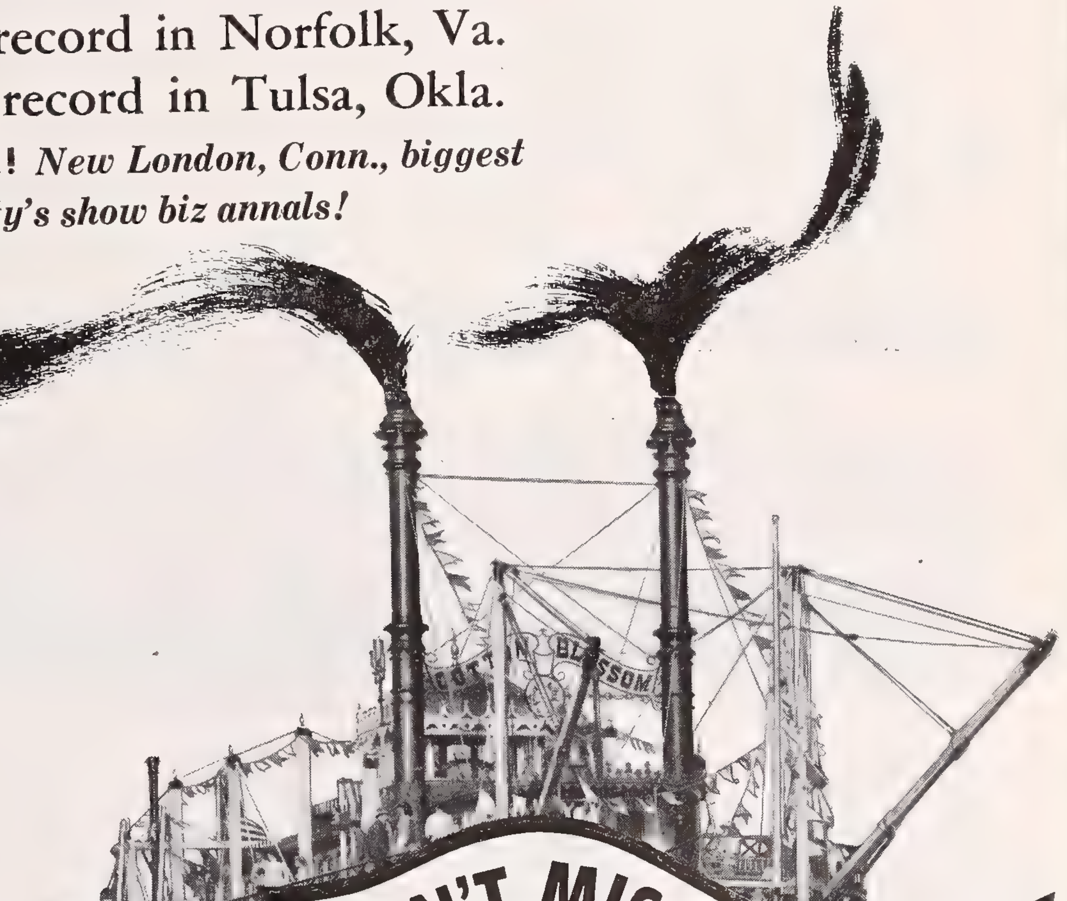
4th Week in Philadelphia
4th Week in Frisco
Harrisburg, Pa., four year M-G-M record!
Binghamton, N.Y. biggest M-G-M Week in 3½ years!
Roanoke, Va. biggest M-G-M 1st Week in 3½ years!
New M-G-M record in Charlotte, N. C.
New M-G-M record in Asheville, N. C.
New M-G-M record in Mobile Ala.
New M-G-M record in Norfolk, Va.
New M-G-M record in Tulsa, Okla.

Extra! *New London, Conn., biggest in city's show biz annals!*



"EVERYBODY SING!"
(more or less to the tune of "Old Man River")

"CARUSO grosses
And SHOW BOAT grosses
They just keep rollin'
They just keep rollin' along!
Coast-to-Coast
In heat or rain
Records bust again and again
But good old Leo
He don't say nothin'
He just makes pictures
And watches grosses
Just keep rollin' along!"



M-G-M presents "SHOW BOAT" starring KATHRYN GRAYSON • AVA GARDNER HOWARD KEEL • with Joe E. Brown • Marge and Gower Champion • Robert Sterling Agnes Moorehead • William Warfield • Color by TECHNICOLOR • From the Immortal Musical Play "Show Boat" by Jerome Kern and Oscar Hammerstein, II Based on Edna Ferber's Novel • Screen Play by John Lee Mahin Directed by George Sidney • Produced by Arthur Freed • An M-G-M Picture

$14-Million U. S. Gross in Japan

Washington, July 31.—U. S. film earnings in Japan last year were about $14,000,000, according to the Commerce Department, which said that total Japanese box-office income, exclusive of tax, in 1950, approximated 14,618,400,000 yen, including estimated U. S. film earnings of 5,000,000,000 yen. A U. S. dollar is worth about 360 yen.

Netherlands

(*Continued from page* 1)

set as follows: transferable into dollars, 4,800,000 guilders; transferable into other currencies, 2,200,000 guilders; for 16mm. films, all currencies, 120,000 guilders; and for newsreels, all currencies, 60,000 guilders.

Screen Quota

The government has kept the screen quota requiring that films from non-dollar areas play at least 12 weeks of the year, and has again set at 32½ per cent per program the maximum percentage which may be paid from the net box-office income for film rentals. Newsreels are excepted from this calculation, Golden reported in his announcement.

While the 4,800,000 guilder allocation has been agreed on in principle, the actual transfer is on a quarterly basis, and distributors complain that this quarterly system makes it difficult to plan ahead for the importation of motion pictures from dollar areas.

Review

"The Whistle at Eaton Falls"

(Louis de Rochemont—Columbia)

LOUIS DE ROCHEMONT'S latest semi-documentary feature balances itself adroitly on the line separating the ideals and claims of labor from those of management. At the same time, it poses the thesis that in the American profit system the problems and anxieties of each faction are co-mingled to a great extent, and that where differences of opinion take the forms of intransigence and violence the responsibility invariably lies with unreasonable men, whether they be of the ranks of labor or of management.

Thus, the heroes of this original story, which was developed from the research of J. Sterling Livingston, are the reasonable men, and their epitome is Lloyd Bridges in the role of an enlightened union leader who accepts the presidency of a New England manufacturing firm when a production crisis and labor difficulties jointly threaten a whole town with economic disaster.

With Robert Siodmak directing from a screenplay by Lemist Esler and Virginia Shaler, the picture offers superior acting and enough drama and suspense to qualify it as an entertainment feature, which, of course, is what the producer intended it to be. However, the average entertainment-seeker more likely than not will emerge from a showing of "The Whistle at Eaton Falls" less with the feeling that he has been entertained than the impression that he has had a good bit of instruction in the fundamentals of labor-management relations.

The film marks the return to the screen of silent screen star Dorothy Gish. She performs with admirable restraint in the role of a plant owner whose faith in the judgments and common sense of the union leader impels her to choose him, over a regular management man, as the firm's president in a time of crisis. Bridges, too, is first-rate in his part, forcefully demonstrating how perlexing can be management's task to one from "the other side," particularly when loyalties tug from opposite points.

Diana Douglas is winsome as Bridges' mate, and efficient performances are contributed by the rest of the large cast, including Carelton Carpenter, Murray Hamilton, James Westerfield and Lenore Lonergan. Hamilton is singularly effective in support as the hot-headed union leader whose unyielding animosity toward management contrasts sharply with Bridges' reasonableness. Bordon Mace was associate producer.

Running time, 96 minutes. General audience classification. For August release.

Charles L. Franke

Name Callahan to 'Jimmy Fund' Post

Boston, July 31.—Edward X. Callahan, Sr., Atlantic division manager for 20th Century-Fox, has been named chairman of the motion picture distribution committee for the 1951 Jimmy Fund Drive.

Governor Frederick Payne of Maine will be guest speaker at a meeting of theatre owners and managers of that state to be held at the Augusta House at Augusta, Maine, on Thursday in regards to the 1951 Jimmy Fund Drive. Martin J. Mullin, president of the Childrens Cancer Research Foundation and circuit theatre operator of the New England Theatres, will preside.

U.K. Negotiations

(*Continued from page* 1)

can delegation and was described as a very friendly one. Decision was made at the conference to turn over the remainder of the negotiations from the Board of Trade to Treasury officials headed by John Edwards, the "tough" but understanding negotiator of Britain's recent trade treaty with Argentina.

Accordingly, the second meeting was held starting at five P.M. with Rupert Somervell and Sir Wilfrid Eadv joining Edwards in the conference with the American delegation.

The meeting will be resumed tomorrow at 11 A.M.

F & M Sparks Kick

(*Continued from page* 1)

Theater Corp. St. Louis Amusement Co. last week applied to the FCC for authorization to open a television station in that city, with its 3,850-seat St. Louis theatre to be converted into television studios.

WARNER BROS. TRADE SHOW AUGUST 8

RUTH ROMAN
STEVE COCHRAN
IN
"TOMORROW IS ANOTHER DAY"

PRODUCED BY HENRY BLANKE DIRECTED BY FELIX FEIST SCREEN PLAY BY ART COHN AND GUY ENDORE

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 1:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.
DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.
SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:00 P.M.

WB

Newsreel Parade

PRESIDENT Truman's Detroit speech and the cease-fire talks take the current newsreel spotlight. Other items include the seizure of San Francisco Reds and sports. Complete contents follow:

MOVIETONE NEWS, No. 62—Korea: talks seek to break truce deadlock. Behind the Iron Curtain. More U. S. Reds rounded up. Admiral Sherman buried in Arlington. Harriman talks with Iranians. A.A.U. swim meet.

NEWS OF THE DAY, No. 296—New trouble for Iran. President Truman speaks in Detroit. Secret room filmed. France's Marshal Petain buried. Aquatic championships. Bike marathon. Dare-devil thriller.

PARAMOUNT NEWS, No. 99—Brazil: the height of daring. Senator Taft leads GOP pilgrimage. Last rites for Marshal Petain. Cease-fire talks. President Truman's Detroit address. Olympic swim preview. Tour de France.

TELENEWS DIGEST, No. 31-A—Korea: backstage at Kaesong. President Truman doubts Red intentions. News from Eastern Europe. Admiral Sherman laid to rest. Rites for Marshal Petain. Harriman achieves first success.

UNIVERSAL NEWS, No. 478—President Truman's speech in Detroit. New air command post. News flashes from the world of sports: high wire hi-jinks. Rodeo. A.A.U. swim meet.

WARNER PATHE NEWS, No. 100—President Truman's speech in Detroit. Senator Taft warns against pessimism. Top Reds seized in San Francisco. Korea: a story of youngstsers. Milan: vegetables in the pan. Sports: A.A.U. water champs.

Seven Studios in New DuMont Plant

The DuMont Television Network yesterday revealed details, for the first time, of its large television center, which is presently under construction here.

Chris J. Witting, the network's director and general manager, said the network had acquired the old Central Opera House building on East 67th Street, and had already started to convert it. He said that DuMont expects to utilize a portion of it by Oct. 1. DuMont not only will provide five studios for live telecasts and two for the coordination of film and remote programs but will concentrate there all of its technical facilities.

'Woman' to Paramount

Howard Hughes' "His Kind of Woman" will be the Labor Day attraction at the New York Paramount here. The John Farrow Production for RKO Radio release features Robert Mitchum and Jane Russell.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Files Suit

(*Continued from page 1*)

a multiple first run basis. The last of the 15 pictures winds up its run tonight and 20th-Fox allegedly has indicated its intention of discontinuing the licensing of first-run pictures to the plaintiffs.

Attorneys Thomas C. McConnell and Sidney M. Gunther, acting on behalf of the plaintiffs, contend that 20th-Fox has received greater revenue from multiple first-runs than it did from downtown first-runs and that cessation of the multiple first-runs would do great damage to the plaintiffs' theatres, which have established a reputation and following for the showing of first-run pictures. Also cited is the fact that RKO at one time operated seven of the eight downtown theatres in Cincinnati and RKO Theatres still retains control of at least four of the theatres.

Judge Barnes, who is hearing emergency cases during the vacation season, today issued an order requiring 20th-Fox to continue licensing pictures on multiple first-runs to the plaintiffs until Sept. 17, at which time the case comes up before Judge Walter J. La Buy for disposition.

Tax Write-offs

(*Continued from page 1*)

tion has been taken on any of these by the RFC and therefore no names can be disclosed.)

Golden also said that manufacturers of photographic equipment have been getting from the government under the controlled materials plan "a relatively high proportion" of the steel, copper and aluminum they need.

If all-out war does not come, he continued, these firms will "receive even more when the increase in the production of the basic metals and other controlled materials reaches the levels planned and anticipated." On the other hand, if war does come, he declared, "many of the purely luxury items in the durable goods field will temporarily disappear when the then existing inventories are exhausted."

Review

"A Millionaire for Christy"

(Friedlob—20th Century-Fox)

BROAD farce is the name for this comedy and everybody concerned with it, including producer Bert Friedlob, director George Marshall, and Fred MacMurray and Eleanor Parker, the principal players, who play it to the hilt. The comedy is basic and nobody bothers with subtleties. The talents of all of the principals are well adapted to the type and the result is about as rollicking a bit as an exhibitor could hope for.

The story idea, developed by Ken Englund from an original by Robert Harari, is simple and straightforward. Parker is a law secretary, harassed by bill collectors and a demanding family. On her way to inform MacMurray, a successful radio philosopher, that he has inherited $2,000,000 she succumbs to the idea of persuading him to marry her.

Complications enter when she finds MacMurray about to marry Kay Buckley. Believing she is insane he is inveigled into driving her to a psychiatrist friend of his, Richard Carlson, for treatment. Lost on the way, they spend the night with a railroad section gang drinking tequila. That plus moonlight and the psychiatrist complete the romance. Meanwhile, however, MacMurray has pledged the $2,000,000 inheritance which he didn't believe he had, to charity but love is enough for Parker.

The comedy frequently telegraphs its punch lines but the audience at New York's Academy of Music preview did not seem to mind. They laughed frequently and long.

Running time, 91 minutes. General audience classification. For September release.

Chi. 'Adventurers' See 'Kon-Tiki'

CHICAGO, July 31.—A special showing of the film, "Kon-Tiki" will be presented here tonight at the Adturers' Club.

Sigurd Maseng, Norwegian consul-general here, will present a scale model of the raft on which six Norwegians crossed the Pacific to Mason Warner, president of the Adventurers' Club, before the showing of the film. The RKO picture begins its Chicago run at the Surf Theatre Friday.

NEWS in Brief . . .

HOLLYWOOD, July 31.—Warner Brothers, in deference to the Damon Runyon Cancer Fund, has changed the date of its star preview of "Captain Horatio Hornblower" from Aug. 9 to the 8th, leaving the evening clear for the $100-a-plate Runyon benefit now scheduled for the night of Aug. 9.

•

CINCINNATI, July 31.—The colorcasts over CBS's WKRC-TV are being held over for an additional week.

Fairbanks Films

(*Continued from page 1*)

to producing abroad is the economic advantage.

Present at the luncheon were Irving Lesser and Seymour Poe, Fairbanks sales representatives; Al Tamarin, United Artists director of publicity, and Leon Roth, UA assistant publicity director.

US Ticket Tax Off

(*Continued from page 1*)

In 1949 the figure was even higher, standing at $174,597,820.

June collections, announced today for the first time, were well below June of last year. They were $25,516,809, against $28,619,454. Collections in every 1951 month so far except February have been below those in the comparable 1950 month.

PARAMOUNT TRADE SHOWS
Monday, August 6, 1951

JOHN PAYNE · RHONDA FLEMING
FORREST TUCKER
in **"CROSSWINDS"**
with ALAN MOWBRAY • JOHN ABBOTT • ROBERT LOWERY
Color by TECHNICOLOR • Directed and Written for the Screen by LEWIS R: FOSTER
Adapted by Thomson Burtis • From his novel, "New Guinea Gold"
Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N. W.	10 A.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	10:30 A.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin St.	10:30 A.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	11:45 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	3 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	1 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	8 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 412 So. Harwood St.	10:30 A.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	1:45 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	10 A.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	1 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan St.	10 A.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	1:30 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte St.	1 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th St.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	2:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	1 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	1:30 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Ave.	10:30 A.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport St.	10 A.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	11 A.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	10:30 A.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Ave.	1 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive St.	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Ave.	1:30 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 3rd & Battery	10:30 A.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, N. W.	2 P.M.

JOAN FONTAINE · JOHN LUND
MONA FREEMAN · PETER HANSON
in **"DARLING, HOW COULD YOU?"**
A MITCHELL LEISEN Production
Produced by HARRY TUGEND • Directed by MITCHELL LEISEN
Screenplay by Dodie Smith and Lesser Samuels
From the play, ALICE-SIT-BY-THE-FIRE, by James M. Barrie

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	2:30 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin St.	2:30 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	2:45 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	9:45 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 412 So. Harwood St.	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan St.	1 P.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	3:30 P.M.
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LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th St.	3 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	3 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	3:05 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	3:30 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
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PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Ave.	2:45 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive St.	2:33 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	3 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Ave.	3:15 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 3rd & Battery	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, N. W.	8 P.M.

NEWEST PLOT in the world...

Boy meets girl is one of the oldest plots in the world. Yet in the hands of today's writers, directors, and technicians it is the newest—sparkling, ever fresh.

Great credit is due these men—their imagination and their skill in the use of modern equipment and materials.

The Eastman Kodak Company is proud of the part it has been able to play. Through the Eastman Technical Service for Motion Picture Film, it helps studios in the selection, exposure, and processing of black-and-white and color film; helps laboratories in setting up control systems and to establish new standards of quality and economy; helps exchanges and exhibitors—always making sure that each foot of film produces optimum results, gets its best showing.

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6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 23 NEW YORK, U.S.A., THURSDAY, AUG. 2, 1951 TEN CENTS

RKO Theatres Net $551,639 For 6 Months

First Half-Year for Separate Company

RKO Theatres yesterday reported consolidated net profit for the second quarter of 1951 of $109,697, and net profit for the first six months of $551,639, after taxes and all other charges. The net includes profit of $378,886 on the sale of capital assets, before taxes.

Comparative earnings for 1950 are not available because RKO Theatres last year was a subsidiary of Radio-Keith-Orpheum Corp. and its earnings were consolidated with those of the picture company. It began operation as a separate corporate entity last Jan. 1. However, a pro-forma statement issued by RKO for the year 1950 showed a net profit for the entire year for the theatre company of $2,375,577, on which Federal taxes were not owed.

RKO Theatres' operating profit for

(*Continued on page* 4)

Step Up Tempo of U.K. Pact Talks

LONDON, Aug. 1. — After holding only three meetings during the first two weeks the American film negotiating team was here, the British government negotiators scheduled four meetings in the past two days with the Americans for discussion of a new film remittance agreement.

Two meetings were held yesterday and two more today. Although no final agreement appears to have been reached as yet all indications point to a conclusion of a deal by the end

(*Continued on page* 4)

To Protest NCAA's Football TV Plans

Washington, Aug. 1.—The Fair Television Practices Committee will soon write to Attorney General Howard J. McGrath protesting the National Collegiate Athletic Association's proposed restrictions on the televising of football games this fall, according to Charles Alldredge, FTPC Washington representative.

See NLRB Ruling Vindicating DeMille's 7-Year Fight Against AFRA Assessment

A recent decision by the National Labor Relations Board in a case involving the United Automobile Workers and International Harvester Co. found the union's contract requiring members to pay general assessments to be in violation of the Taft-Hartley law.

The decision is being interpreted as a vindication of Cecil B. DeMille's refusal in 1944 to pay a $1 assessment to the American Federation of Radio Artists, in consequence of which he was expelled from AFRA and his radio program was forced off the air. The assessment to which DeMille objected was to be used to fight an anti-closed shop law in California.

The unanimous decision of the NLRB in the UAW case held that union dues and union assessments are two different things and that in consequence, under the Taft-Hartley law, a union member may not be discharged for refusing to pay a union assessment, whereas he could be for refusal to pay dues. It was only the AFRA assessment which DeMille objected to and over which he conducted his seven-year "right-to-work" fight.

Snaper Charges Long Runs Dislocate N.J. Clearances

Unusual long first runs for some current product are causing "unbalanced" clearances in some New Jersey situations, it was charged here yesterday by Wilbur Snaper, president of New Jersey Allied, while reporting on the organization's one-day meeting and outing at Asbury Park on Tuesday.

Snaper said that the extended runs in some cases forced houses to play features weeks later than would be normal. He termed it a "peculiar" situation and said that distributors have promised to attempt to alleviate it.

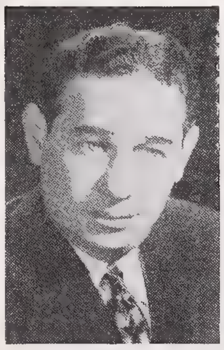
Other business at the Asbury Park meeting, which re-elected Snaper and all other officers, included a report on the technical aspects of theatre television. Snaper said that no New Jersey Allied members are at present contemplating the installation of theatre TV. Present high costs and the small size of most of the theatres in the organization make it uneconomic, Snaper said.

Also discussed was a warning to distributors not to engage in any "fancy policies" in the sale of forth-

(*Continued on page* 4)

Jack Levin Heads Service Company

Jack H. Levin Associates has been set up here to render a variety of specialized services nationally for commercial business and industry, including motion pictures, with emphasis placed on special and continuing projects involving the use of research, theatre checking, theatre-TV surveys, opinion polls, consumer sampling, point-of-sale inquiries, personnel screening, confidential investigation and reporting and top-level consultation.



Jack Levin

(*Continued on page* 4)

Atlas Corp. Holds $2,354,209 in Films

Film industry stocks with an aggregate market value of $2,354,209 were among the securities listed by Atlas Corp.'s report for the six months ending June 30, and issued yesterday.

They are as follows: Walt Disney Productions series "A" bonds, $249,885; 25,000 shares of Paramount Pictures common, $537,500; 76,500 shares of RKO Pictures common, $258,157; 25,000 United Paramount common,

(*Continued on page* 4)

4 Percentage Suits Filed in Pittsburgh

PITTSBURGH, Aug. 1.—Four percentage actions involving the Capitol and Colonial theatres in Farrell, Pa. were filed here today in U. S. District Court. Warner, Paramount, Loew's and 20th Century-Fox each filed a separate action against John and Louis Lambros for damages based on alleged under-reporting of receipts at the two theatres.

James H. Beal and James R. Orr

(*Continued on page* 4)

Top Ad Men Take Film Jubilee Posts

Ad-Publicity Directors Divide Promotion Tasks

Major film companies' top advertising and publicity men here were mobilized for the promotion of the industry fall campaign, "Movietime, U. S. A.", at a meeting here yesterday of the Motion Picture Association of America's Advertising-Publicity Directors Committee.

The assignments, made by Robert J. O'Donnell, national director of the campaign are as follows:

National advertising, Howard Dietz; general publicity, Art Schmidt; general exploitation, Charles Simonelli; star tours, Mort Blumenstock; campaign book and accessories, Barret McCormick; opening dinner, Charles Einfeld; national radio broadcast, Jerry Pickman.

The dinner opening the drive will be held during the week of Oct. 1 at

(*Continued on page* 4)

Calls Coast Meet On Jubilee Tours

HOLLYWOOD, Aug. 1. — Samuel Briskin, Coast director of the "Movie Time, U.S.A." fall campaign, sponsored by the Council of Motion Picture Organizations, today called a top level meeting for Monday to perfect plans for the nation-wide tour of 100 motion picture personalities beginning October.

Attending Monday's meeting will be talent guild officials, talent agency executives, representatives of the Hollywood Coordinating Committee and major studio heads.

Business Excellent At Cleveland Runs

Cleveland, Aug. 1.—Downtown theatre business was good in spite of the absence of newspaper advertising to conserve paper during the eight-day truckers' strike. "Cyrano's" first popular price showing here was very big at the Palace where the take will go 40 per cent above average, with $14,500 a sure bet.

"For this woman – David the Lion of Judah, conqueror of Goliath, broke God's own commandment!"

Soon 20th Century-Fox presents the Warrior... the Woman... the World of

DAVID AND BATHSHEBA

captured in color by TECHNICOLOR

STARRING GREGORY PECK · SUSAN HAYWARD

with RAYMOND MASSEY · KIERON MOORE

and a cast of many thousands!

Produced by DARRYL F. ZANUCK · Directed by HENRY KING

Written for the Screen by PHILIP DUNNE

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA WRITE TO "DAVID and BATHSHEBA", P.O. Box 292, DEPT. TR, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 BILLION READER ADS FOR DAVID AND BATHSHEBA

Two Flexer Theatres In Memphis & Miss. Join TV Line-up

MEMPHIS, Aug. 1.—David Flexer, head of Flexer Theatres Inc., announced today he has ordered television screen equipment for his Ritz Theatre here and his Magnolia Theatre in New Albany., Miss. It will be RCA-licensed equipment with 15 x 20 foot screens and will be installed before Jan 1, he said.

This will be the fourth Memphis theatre to have television screens. Flexer also disclosed that he had joined in a partnership to begin manufacture, assembly and distribution of TV theatre equipment within 90 days. He did not name his associates. He returned from a New York business trip today. Flexer also said that he has become financially interested in a firm being formed to make shorts for home TV.

TV Set Owner Lauds Films, Theatres

The Motion Picture Association of America is circulating an unsolicited letter from the owner of a television set who prefers motion pictures and tells why.

Author of the letter, one P. B. Owen of Ardmore, Pa., feels "There is simply no comparison to watching a drama unfold on a big theatre screen and watching it on the TV screen." He and his wife attend pictures twice a week, he says, and like the large screen projection, the comforts of a well-managed theatre, the superior production and technical theatrical film work, and the opportunity to "go out" and mingle with others.

You have so much more, your industry should have television on the defensive, instead of the other way around, he writes.

Owen said the only improvement he can suggest "would be a modest reduction in admission prices."

MPA acknowledged his letter and sent him a copy of the Council of Motion Picture Organizations' graph showing that, by comparative standards, admission prices have advanced less than costs for other everyday expenditures.

Bunin's 'Alice' Out Of Mayfair Aug. 9

Lou Bunin's "Alice in Wonderland" will move out of the Mayfair here after a two-week stand. "No Questions Asked" will open there on Aug. 9.

The Souvaine Selective film is also playing at the Trans Lux 72nd Street and the Midtown, but as of yesterday no replacement had been booked in those theatres. A Trans Lux spokesman said business was satisfactory and that the picture may remain.

Page Acquires Another

NEW ORLEANS, Aug. 1.—The W. W. Page Circuit has added another theatre, the Gem, in Hodge, La.

Theatre TV Hearings Now Set for Nov. 26

Washington, Aug. 1.—The theatre television hearings have been postponed until Nov. 26, the Federal Communications Commission disclosed here today. They were originally scheduled for Sept. 17th.

Final date for filing outlines of evidence and names of witnesses who will appear has been advanced to Oct. 26, from Aug. 15.

Claim Martin-Lewis Violated Contract

MINNEAPOLIS, Aug. 1.—Minnesota Amusement claims Martin and Lewis violated their contract by giving only a three-day notice of cancellation of their booking at MAC's Radio City Theatre which was scheduled to start Friday, whereas, the circuit claims, the comedians' contract provided for a 29-day cancellation notice. There is no indication of the circuit taking court action. The team cancelled, they said, because Jerry Lewis' health is endangered by overwork.

Meanwhile, after the circuit had splurged heavily on promoting the Martin-Lewis appearance, M-G-M has gone to the rescue by advancing the opening of its "Show Boat" at the Radio City Theatre. Harry B. French used a full page ad in the local *Star* to explain the cancellation to the public and to announce the "Show Boat" replacement.

Royal Retires from NBC Vice-Presidency

The retirement of John F. Royal as vice-president of the National Broadcasting Co., has been announced. He will continue to act as a consultant to the network.

Royal, one-time newspaperman and press agent for B. F. Keith, was once general manager of all Keith-Orpheum theatres between Cleveland and Denver. He left the Keith organization to become general manager of Cleveland's station WTAM and became NBC program director when that station was purchased by the network.

$4,000 Opening for Disney's 'Alice'

BOSTON, Aug. 1.—Ben Domingo, New England district manager for RKO Theatres, stated today that in spite of excessive hot and humid weather, Walt Disney's "Alice in Wonderland" opened at the RKO Keith Memorial yesterday with an approximate gross of $4,000. The Lou Bunins production of "Alice in Wonderland," playing at the Trans Lux opened with an approximate gross of $1,500, it is understood.

New R. I. Drive-in

HARTFORD, Aug. 1.—John Mason and Edward Skrickus have opened their newly-completed 550-car Rustic Drive-In, North Smithfield, R. I.

Personal Mention

CHARLES LEVY, Walt Disney's Eastern publicity representative, left here yesterday for Detroit and St. Louis.

•

STIRLING SILLIPHANT, 20th Century-Fox Eastern publicity manager, left here yesterday for Pittsburgh.

•

GEORGE A. HICKEY, M-G-M West Coast sales manager, has returned to Los Angeles from San Francisco.

•

PAT C. FLICK, producer and director, will arrive here from abroad today on the *SS Queen Mary*.

•

SAM SPIEGEL, producer, has returned to London from New York.

200 Return from Crosby Junket

ELKO, Nev., Aug. 1.—More than 200 guest newspaper representatives and stars returned to their homes today after three days of festivities for the kick-off of Bing Crosby's latest Paramount picture, "Here Comes The Groom" at Elko's two theatres, the Hunter and Rainbo. They were feted at a Western style barbecue at Arrowhead Ranch, an event which attracted hundreds of local townspeople.

The press representatives and stars also attended several rodeo contests.

'Show Boat' Still Tops 'Caruso' in Chicago

CHICAGO, Aug. 1. — "Show Boat" grosses are running ahead of those for "The Great Caruso," which did the best business in several years at the Oriental theatre. Now in its third week, the new M-G-M musical appears to be headed for a figure of $45,000 for this stanza, substantially better than the $36,000 racked up in the third week of "Caruso." "Show Boat" is expected to hold for a fifth week, against a four-week run for "Caruso."

Selznick Weighs TV Film Deal

HOLLYWOOD, Aug. 1.—Providing the television market can make the deal financially rewarding, David O. Selznick said today that he may make a deal with TV for the release of some of his old films

The producer said that he has a representative in New York "exploring the possibilities of the television market" and that his decision will depend upon the report of this analysis in New York.

$64,000 for "Show Boat"

CINCINNATI, Aug. 1.—M-G-M's "Show Boat" is doing far above average business in its third week at the RKO Albee, where the film has grossed $64,000 in the three weeks and it is expected to be held for a fourth week.

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A Proud Anniversary and
a glorious Anniversary Line-up
to make every Warner exhibitor
prouder than ever of his product,
his industry and the pleasure
he brings his community.

1926 - - 1951

Jubilee

(*Continued from page 1*)

a time and place still to be decided upon. An effort will be made to obtain President Truman as the principal speaker. If possible, it was decided, a broadcast will be held in conjunction with the dinner, but if this is not practicable, the broadcast will be a separate project, with top talent of Hollywood participating.

National advertising will be confined to newspapers, the meeting decided. Because of the localized nature of the campaign newspaper advertising would better serve the needs of exhibitors, it was said.

A contest, which can be conducted entirely on a local or state level and be free of national supervision, is to be worked out by Simonelli for approval of the committee at a meeting scheduled for Aug. 8. At this meeting O'Donnell will be present to take over the reins of the campaign as national director.

Barret McCormick, chairman of the MPAA committee and Charles E. McCarthy, campaign coordinator of advertising, publicity and exploitation, presided at the meeting.

Oregon Exhibitors Back COMPO Jubilee Drive

Exhibitors of Oregon, meeting yesterday at the Benson Hotel, Portland, pledged their support of the COMPO jubilee drive scheduled for October and November, according to a wire received here yesterday by Robert J. O'Donnell, national drive director, from William Graeper of the Pacific Coast Conference of Independent Theatre Owners.

The pledge of support was given after an exposition of the drive's plans by Arthur L. Mayer, COMPO executive vice-president, who is making a tour of Far West exchange centers in behalf of the campaign. Mayer will speak today in Seattle.

Pace Joins Monogram

HOLLYWOOD, Aug. 1.—Roy Pace, for the past two years a member of the Warner Brothers studio legal staff, has joined Monogram's legal department.

Percentage Suits

(*Continued from page 1*)

of Read, Smith, Shaw and McClay of Pittsburgh are the attorneys for each plaintiff with Sargoy and Stein of New York as counsel.

RKO Theatres

(*Continued from page 1*)

the second quarter of the current year amounted to $786,041, the company reported, and were $1,879,982 for the six-month period. Provision of $540,000 was made for income taxes for the six-month period; $854,125 was charged to depreciation and $313,103 to interest for the first half-year, the report showed.

WHEN YOU WANT A GOOD SPECIAL TRAILER AND WANT IT QUICK LET FILMACK MAKE IT!
NEW YORK 630 NINTH AV.
FILMACK TRAILER CO.
CHICAGO 5, ... 1327 S. WABASH AVE.

Reviews

"The Tall Target"

(*Metro-Goldwyn-Mayer*)

A FRAGMENT of history has been fictionalized into an engrossing mystery drama in "The Tall Target." It recreates a half-forgotten train journey of Abraham Lincoln from New York to Washington for his inauguration. A plot to assassinate the new president en route, was set and therein lies the story of the film.

The picture moves with brisk, exciting episodes although occasionally it inclines to become over-melodramatic. Dick Powell plays the detective who has uncovered information about the plot but finds it impossible to obtain co-operation from his superiors. As a result he ventures out on his own to prevent the crime.

Once aboard the train, Powell finds his suspicions well substantiated. There are a number of ominous-looking circumstances, not to mention a brother detective, mistaken for Powell, who gets killed. Powell proceeds to collect clues, gets slugged and manhandled many times for his efforts, but finally pins down Adolphe Menjou, a newly commissioned colonel, as the mastermind of the plot. This established, Powell becomes all the more frustrated by his inability to have Menjou arrested.

Also involved in the conspiracy against the President are Marshall Thompson, a West Point marksman and his sister, Paula Raymond, a Southern belle. Clever suspense is shrouded around a presumably sick passenger who comes abroad and finally turns out to be Lincoln incognito. The plot is finally foiled, of course, and Powell becomes the battered but unbowed hero.

Richard Gladstone produced and Anthony Mann directed, from a screenplay by George Worthing Yates and Geoffrey Homes.

Running time, 78 minutes. General audience classification. Release date, Aug. 17.

MANDEL HERBSTMAN

"G. I. Jane"

(*Lippert Productions*) *Hollywood, Aug.* 1

A LIGHT, FROTHY musical comedy with both music and comedy as entertaining—even more so—than can sometimes be found in a much more expensive, more pretentious and more widely touted production of a similar nature has been filmed, thanks to producer Murray Lerner's splendid efforts and a capable cast.

The story mostly concerns Army WACs and through it there are effectively interspersed eight songs, all rendered entertaingly by four teams and Richie Kuller. They are bouncy, danceable and singable, strictly germane to the topic and tip-top as to rhyme and rhythm. Everybody in the cast, which is topped by Jean Porter, Tom Neal and Iris Adrian, do some singing and/or dancing, and this is the factor that counts most. The story was written by the producer and scripted by Jan Jeffries. The little tale about the impact of the WAC on Army life serves to connect up the tunes. Directed by Reginald LeBorg, it presents Neal as a civilian impessario who, on receiving orders to report to his draft board, slips off into a dream about the Army life ahead of him. He is assigned to a remote desert post where the soldiers crave feminine companionship, and on a bet he succeeds, by forging orders and by other means, in bringing to them a platoon of WAC's, under command of Lt. Adrian. They are forbidden to fraternize but, one way and another, manage to do so. It's for laughs, altogether, and gets a reasonable number of them.

Others in the cast are Jimmy Dodd, Jean Mahoney, Jimmy Lloyd, Mara Lynn, Michael Whalen, Robert Watson, Phil Arnold, Jimmy Cross, Alan Ray, Richard Monahan, Jean Coleman, Ania Bates, Fred Strong, Olive Krushant, Jack Reitzen, Mark Lowell, Loren Welch and Garnet Marks.

Running time, 62 minutes. General audience classification.

"Let's Go Navy"

(*Monogram*) *Hollywood, Aug.* 1

THE latest in a series of Bowery Boys pictures, "Let's Go Navy," is far funnier, faster than anything the Leo Gorcey-Huntz Hall duo and their cast companions have ever furnished their following. The enjoyable highjinks of the pair will also win over other fans besides the faithful group.

Screened unannounced at the United Artists Theatre in downtown Los Angeles, the picture took an unprepared audience into camp in about 30 seconds—when the first laugh broke—and never relaxed its hold. The boys are in the Navy for about half the distance of the picture, collecting big laugh returns from their collisions with discipline, and they're just as funny when they're in Bowery civvies. It's a natural for houses using the Bowery Boys regularly and could prove a profitable "sleeper" in other situations.

There isn't much weight to Max Adams' script, but weight would have slowed things down. Gorcey and Hall have collected some $1,600 for Bowery charities as the picture opens, when two thugs disguised in Navy uniforms hold them up. They spot a tattoo mark on the chest of one and go on a hunt for a man bearing that mark. This takes them into and out of the Navy, with stopovers on a romantic island and elsewhere, and back to the Bowery, where they find the bandits living upstairs over the store where the robbery occurred. There's a load of laughs in a shell-game where the robbery occurred.

Jan Grippo produced the picture, the last that will bear his signature, and William Beaudine directed.

Besides Gorcey and Hall, the cast includes Allen Jenkins, Charlita, Tom Neal, and Richard Benedict.

Running time, 68 minutes. General audience classification. Release date, July 29.

UK Talks

(*Continued from page 1*)

of the week was evidenced by two developments.

One indication is that the Americans are making plans to leave. Joyce O'Hara, Motion Picture Association of America vice-president, and James Mulvey, representative of the Society of Independent Motion Picture Producers, are tentatively scheduled to leave here by plane on Friday for New York, taking, they hope, a draft of an agreement with them. John McCarthy of the MPAA plans to leave here for Paris at the weekend.

Parliament to Adjourn

Another indication that the talks are nearing a close, and obviously one of the major reasons for the speedup in the holding of meetings in the past two days, is that Parliament will adjourn for its summer recess at the end of the week and most ranking government officials will be leaving on vacations thereafter.

At today's morning session the American team reportedly advanced new proposals, which were countered during the afternoon meeting by other proposals from John Edwards, Treasury official. The Americans then asked for time to consider these and, while no announcement was made of the next meeting, it is assumed the sessions will be continued tomorrow morning.

Edwards to Be Absent

Edwards will be out of town tomorrow but has made arrangements to keep in touch with his fellow negotiators by telephone.

O'Hara will be host to the British negotiators tonight at a dinner to be followed by a screening of M-G-M's "Show Boat."

Snaper Charges

(*Continued from page 1*)

coming product. Snaper said that the outlook is good as far as product is concerned and exhibitors want to be able to exhibit with a profit for themselves as well as for production-distribution.

Healthy Outlook

The healthy business outlook at the meeting was reflected in the marked decline in the talk of television and its effect on box-office, Snaper observed. He said the general feeling is that TV is finding its place in the entertainment scene and the major dislocations are over.

Levin's New Firm

(*Continued from page 1*)

Levin stated that representatives of the firm are currently on a swing around the country to establish a field staff and regional offices.

Levin recently resigned as executive vice-president and general manager of Confidential Reports, Inc., which he organized in 1945 at the request of the industry. He has been with the industry since 1916.

Atlas Corp.

(*Continued from page 1*)

$462,500; 93,050 Walt Disney Productions common, $721.137; Motion Picture Capital Corp., 750 shares of preferred and 150 of common, $125,000.

Unions Warn Actors To Beware of 'Fake' Benefits

HOLLYWOOD, Aug. 1.—Five major unions of entertainers, Actors Equity, Screen Actors Guild, American Federation of Radio Artists, Chorus Equity and the American Guild of Musical Artists, have issued a joint warning to all Coast members to beware of fake benefits promoted by racketeers.

Actors were reminded that union rules prohibit their appearing in any benefit which has not been approved by the Theatre Authority, Inc., non-profit organiztaion established by the actors' unions to investigate all proposed benefits and restrict the number of benefits to genuinely worthy causes.

Violation Cited

In supporting a Theatre Authority drive against fake and unjustified benefits, the five talent guilds warned that any of their members violating the unions' rules by appearing in unapproved benefits will be disciplined by the unions. From those legitimate benefits which are approved and at which actors donate their services, the Theatre Authority collects 15 per cent of the gate which is distributed to actors' charities such as the Motion Picture Relief Fund, AFRA's Relief Fund, Actors Fund of America, etc.

UA Acquires Another

"Hotel Sahara," starring Yvonne de Carlo, with Peter Ustinov and David Tomlinson co-starring, has been acquired by United Artists for distribution this fall, it was announced.

Film Equipment Makers Ask Senate for Tax Exemption

WASHINGTON, Aug. 1.—The film and film equipment industry today urged the Senate Finance Committee to accept a provision in the House tax bill which would exempt raw stock and most film equipment used in the motion picture industry from Federal excise taxation.

H. A. Schumacher, representing the National Association of Photographic Manufacturers, Inc., said he felt Congress had never intended to levy the film and equipment tax on items which were used as part of a business, and that the House provision ending such tax "will prove constructively deflationary as to the prices of the industry's products."

He also supported the House provision increasing the rate on amateur films from 15 per cent to 20 per cent but lowering the 25 per cent rate on amateur cameras from 25 per cent to 15 per cent. He said the industry feels that even the 20 per cent rate is excessive, but that if the government's revenue needs compel the 20 per cent tax, the House proposal is preferable to the present rates. Schumacher is vice-president of Graflex, Inc.

Albany Poll Against Sunday 'Blue Laws'

ALBANY, N.Y. Aug. 1.—Eighty-five per cent of those casting ballots in the "Blue Law" referendum conducted by the Albany *Times-Union* have voted "no" to the question, "Should present Sunday activities, such as movies, golf and baseball, be banned?" Favoring legal Bingo were 572; against, 82.

The paper will submit all answers received to the state legislature, which is expected to act next year on proposals to liberalize the present Sunday laws.

USAF Names Hodgson

Richard Hodgson, president of Chromatic Television Laboratories, Inc., and director of television development for Paramount Pictures, has been named consultant to Gen. Hoyt S. Vandenberg, Chief of Staff of the U.S. Air Force, on research and development. Hodgson will work with Lt. Gen. James Doolittle and Dr. Louis N. Ridenour, chief scientist for the Air Forces.

Para.'s 'Sun' to Capitol

The premiere of "A Place in the Sun" will be held just before Labor Day at the Capitol here and will mark the first Paramount film to play there.

Appel in New Post

TORONTO, Aug. 1.—Clare J. Appel, former division manager of Odeon Theatres (Canada) Ltd., has been appointed exploitation manager of Loew's and the Uptown here, replacing Gerry Collins.

Exhibitors Due at Tax Hearing Today

Washington, Aug. 1.—Motion picture theatre spokesmen, led by Allied States counsel Abram F. Myers, are slated to appear before the Senate Finance Committee tomorrow in opposition to the provision in the House tax bill lifting the admission levy on film and other amusement events sponsored by religious, charitable, educational and other non-profit organizations.

As previously reported, the spokesmen will request that if the tax on the foregoing is lifted, then the tax on theatres should be similarly disposed of.

Billboard Campaign For 20th's 'David'

The greatest use of billboards ever by 20th Century-Fox will herald the opening of "David and Bathsheba" at the Rivoli, the company announced yesterday.

Contracts have been set for 24-sheets on 1,500 general outdoor panels, illuminated and regular, in the Metropolitan area, including parts of Westchester, Long Island, Connecticut and New Jersey. In addition a "snipe" campaign will see 5,000 one-sheets, three-sheets, six-sheets and 24-sheets plastered on the fronts of buildings throughout the city and its suburbs.

PARAMOUNT TRADE SHOWS
August 2 thru 24, 1951
• • •
A PERLBERG-SEATON Production
"RHUBARB"
starring
RAY MILLAND
and
JAN STERLING
with
Gene Lockhart and RHUBARB
Directed by ARTHUR LUBIN
Screenplay by
DOROTHY REID and FRANCIS COCKRELL
Based on the Novel by H. Allen Smith

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	MON. AUG. 13	8 P.M.
ATLANTA	PARAMOUNT THEATRE	TUES. AUG. 14	
BOSTON	FENWAY THEATRE	MON. AUG. 13	
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	MON. AUG. 13	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	MON. AUG. 13	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	MON. AUG. 13	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	MON. AUG. 13	2:30 P.M.
CLEVELAND	STILLMAN THEATRE	TUES. AUG. 7	
DALLAS	MAJESTIC THEATRE	FRI. AUG. 10	
DENVER	DENHAM THEATRE	TUES. AUG. 7	
DES MOINES	PARAMOUNT THEATRE	THURS. AUG. 9	
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	MON. AUG. 13	1:30 P.M.
INDIANAPOLIS	CIRCLE THEATRE	WED. AUG. 22	
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Theatre Bldg.	MON. AUG. 13	2:30 P.M.
KANSAS CITY	PARAMOUNT THEATRE	THURS. AUG. 2	
LOS ANGELES	PARAMOUNT THEATRE, Hollywood	MON. AUG. 6	
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 So. Second Street	MON. AUG. 13	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	MON. AUG. 13	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	MON. AUG. 13	2 P.M.
NEW HAVEN	PARAMOUNT THEATRE	MON. AUG. 6	
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 So. Liberty Street	MON. AUG. 13	2:30 P.M.
NEW YORK CITY	LOEW'S LEXINGTON THEATRE, 52nd St. & Lexington Ave.	THURS. AUG. 9	
OKLAHOMA CITY	CRITERION THEATRE	FRI. AUG. 24	
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport St.	MON. AUG. 13	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	MON. AUG. 13	2 P.M.
PITTSBURGH	LOEW'S PENN	TUES. AUG. 7	
PORTLAND	ORPHEUM THEATRE	FRI. AUG. 3	
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive St.	MON. AUG. 13	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	MON. AUG. 13	1:30 P.M.
SAN FRANCISCO	ST. FRANCIS THEATRE	MON. AUG. 6	
SEATTLE	PARAMOUNT THEATRE	TUES. AUG. 14	
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, N.W.	MON. AUG. 13	2 P.M.

"TRADE PERKING UP! EXHIBITORS CLAIM IT STEMS FROM BETTER PRODUCT!"

—*VARIETY*

20th CENTURY-FOX
PRODUCT IS DOING THE JOB RIGHT NOW!

ON THE RIVIERA

TECHNICOLOR

The Boxoffice Blue-Ribbon Award Winner for June!

THE FROGMEN

The Underwater Commandos top "Riviera" in Los Angeles, Norfolk, Spokane, Milwaukee, Utica!

TAKE CARE OF MY LITTLE GIRL

TECHNICOLOR

The gals are bustin' "Riviera" business in Birmingham, Akron, St. Paul, Wilmington, Phoenix!

MR. BELVEDERE RINGS THE BELL

"Exhibitors may safely hitch their wagon to Clifton Webb's Star."

—*M. P. Herald*

MEET ME AFTER THE SHOW

TECHNICOLOR

Every exhibitor's BIG Big-Business date—with the Queen of Musicals!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 24 NEW YORK, U.S.A., FRIDAY, AUG. 3, 1951 TEN CENTS

Jubilee Can Put Industry In 'Boomtown'

Mayer Sees Prosperity in Unity for Fall Campaign

SALT LAKE CITY, Aug. 2.—"With help from the entire motion picture industry, we'll make the proposed 'Movie Time, U.S.A.' become 'Boomtown, U.S.A.' for movies and bring prosperity back to our business," Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, predicted today.

Addressing 70 exhibitors and distributors of the Salt Lake exchange center here, Mayer called for 100 per cent backing for the COMPO-sponsored fall Jubilee campaign.

Immediately after his address and appeal for help, those present nominated Ray M. Hendry, Intermountain Theatres; Sam L. Gillette, independent exhibitor; Giff Davison, RKO

(Continued on page 4)

Large Theatre TV Rise Soon

HOLLYWOOD, Aug. 2.—Theatres aggregating a half-million seats will have big-screen television by the end of next year, John M. Simms, General Precision Laboratories engineer, told exhibitors yesterday at a luncheon given by National Theatres Supply vice-president, Oscar Oldknow.

Simms said L. D. Johnson, of Oceanside, and William McClintock, Huntington Park, already have con-

(Continued on page 5)

Seek Coaxial Curb Of Theatre TV

WASHINGTON, Aug. 2.—The Fair Television Practices Committee today attempted to pressure the American Telephone and Telegraph Co. into cutting down the amount of coaxial cable time allocated to transmitting theatre television programs.

The pressure took the form of a letter from committee chairman Jerome W. Marks to C. F. Craig, president of the A. T. & T. Marks

(Continued on page 5)

Minneapolis Area Reports Business 'Skyrocketing'

MINNEAPOLIS, Aug. 2.—A marked upturn in theatre attendance has been in progress over a period of the past five weeks in all sections of the Minneapolis exchange area, with the exception of the Twin-City Metropoitan territory itself, theatre and exchange men here report.

In many situations, it was stated, the volume of business would be best described as a "skyrocketing trend," some trade members assert.

Harry B. French, Minnesota Amusement Co. president, said current and recent business throughout the territory is "giving us very definite proof that theatre business is on the road to complete recovery, and then some."

French took exception to the reports that the Twin-City area is not sharing in the upturn, and cited such pictures as "Strangers on A Train,"

(Continued on page 4)

Name Youngstein Aide to McCarthy In Jubilee Drive

Max Youngstein

Max Youngstein, vice-president and national director of advertising and publicity of United Artists, will be special assistant to Charles E. McCarthy, co-ordinator of advertising, publicity and exploitation of the Council of Motion Picture Organizations' fall Jubilee drive, McCarthy announced here yesterday.

McCarthy explained that Youngstein, who gave the first presentation of the campaign last November to the COMPO

(Continued on page 5)

U.K. Negotiations Due to End Today

LONDON, Aug. 2.—Virtual agreement was reached here today by the American and British teams negotiating a new film remittance pact for the U.S. industry but another meet-

(Continued on page 5)

Theatre Business in Chicago on Upgrade

CHICAGO, Aug. 2.— Theatre business is on the upgrade in Chicago, according to figures released here today by the city tax collector's office.

Reversing the trend of the past two years, July collections (on June receipts) of the three per cent city amusement tax on theatre admissions were ahead of collections for the same

(Continued on page 4)

BOX-OFFICES IMPROVE IN BALTIMORE, SAYS GARMAN

BALTIMORE, Aug. 2.—Signs of business picking-up for motion picture theatres appear everywhere in this territory, reports Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland. It is definite that the bottom has been reached and now the swing is in the opposite direction, he declares.

"Not a great deal, mind you," adds Garman, owner of several Baltimore theatres, "but enough to create some optimism."

He attributes the improvement to a waning interest in television and to the arrival of several major screen attractions. "A film such as 'The Great Caruso,'" adds Garman, "can do much to stir-up the people."

WSB Panel Finishes Report on Industry

WASHINGTON, Aug. 2. — Wage Stabilization Board officials here said today that all members of a special panel on wage policy for the film industry have submitted their reports to chairman Ted Kheel in New York and the reports will be forwarded to the Board here "late today or tomorrow."

The word still is that the members are split three ways—labor members favoring exempting from wage control all industries free from price con-

(Continued on page 5)

Launch Drive Against New U.S. Tax Bill

Exhibitors Mobilize Vs. Proposed Exemptions

WASHINGTON, Aug. 2.—Exhibitor leaders have decided to "turn the heat" on the Senate to defeat a House tax bill provision exempting various non-profit groups from the admission tax.

The decision was made following testimony before the Senate Finance Committee today in opposition to the provision by Abram F. Myers, representing the Council of Motion Picture Organizations, and Morton Thalhimer, representing the Virginia Motion Picture Theatre Association.

After the hearings, Gael Sullivan, executive director of the Theatre Owners of America, TOA legislative director A. Julian Brylawski, Myers, Thalhimer and other officials of the

(Continued on page 5)

RCA Has New Credit Plan

An equipment modernization plan for theatres providing for long-term credit for practically every equipment item made by the company has been announced by the Radio Corporation of America.

RCA reminded exhibitors that most motion picture theatres have not been modernized since 1936 and emphasized: "As theatre-TV develops, your house still needs good sound, screen, seats,

(Continued on page 5)

May Have to Fight Controls: Sullivan

WASHINGTON, Aug. 2.—Gael Sullivan, executive director of the Theatre Owners of America, said here today that he thought exhibitors might have to launch a major battle to get the government to relax controls on theatre construction.

Sullivan made the comment after conferring with National Production Authority film chief Nathan D. Golden. Golden has been fighting an

(Continued on page 5)

Personal Mention

JACK L. WARNER, vice-president of Warner Brothers, and his family; HENRY MICHAUD, assistant managing director of Paramount Pictures, and PAUL NATHANSON, president of Empire-Universal Films, and MRS. NATHANSON will leave here today for Europe aboard the *S. S. Liberte.*

•

PHIL GERARD, Universal Pictures publicity manager, will be in Dennis, Mass., today and tomorrow to arrange a meeting of the Boston film critics with CLAUDETTE COLBERT.

•

BORDEN MACE, president of RD-DR Corp., has left here for Germany and is scheduled to return in 10 days.

•

LEON BAMBERGER, RKO Pictures sales promotion manager, will leave today on a two weeks vacation.

PFC Seeks Petrillo Okay for TV Films

HOLLYWOOD, Aug. 2.—The Protestant Film Commission is negotiating with American Federation of Musicians' president James Petrillo for clearance on supplying its films to television stations free, executive producer Paul F. Heard said at a preview of two new subjects today.

Heard said clearance is anticipated in view of the fact that no income will be derived from television showings, which are to be on an individual station basis with local church council's approval. He said the decision to use television was reached after test televisings in the East resulted in a marked increase in the number of church bookings for the films. The standing PFC arrangement under which films also may be booked by theatres will not be affected, Heard said.

'Target, U. S. A.,' an Atomic Attack Tale

"Target, U.S.A.," a guide for industry planning and preparation in the event of an atomic attack, has been completed and will immediately be released by Cornell Films, the organization which sponsored the prize-winning documentary on the same subject, "Pattern for Survival."

The new film runs 20 minutes and was written and directed by Herman Boxer, formerly of M-G-M. It is in color and was filmed on location with a cast of professional actors. Hanson W. Baldwin, military analyst and editor of the New York *Times,* is featured as a special writer and commentator.

Telenews Books Fight

CHICAGO, Aug. 2.—The Walcott-Charles fight films have been booked into the Telenews Theatre here for an exclusive Chicago run of one week starting today. The picture is being distributed by Official Films, a New York company.

ColumbiaExecutives Leave Here for Chicago Convention

Columbia home office executives, top sales personnel and department heads will leave here for Chicago over the weekend to attend the company's annual sales convention which opens at the Drake Hotel on Monday. The meeting will run five days through Friday, under the chairmanship of general sales manager A. Montague. Also, attending the sessions will be studio executives and all of the company's branch and division managers.

Heading the home office delegation will be Jack Cohn. In addition to Montague, others include A. Schneider, Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, George Josephs, Maurice Grad, Leo Jaffe, Paul Lazarus, Jr., Arthur Schmidt, H. C. Kaufman, Joseph Freiberg, Seth Raisler, Irving Sherman, Sydney Singerman, Vincent Borelli, William Brennan, Sam Reice and Daniel Rothenberg.

Charge Copyright Infringement in L.A.

LOS ANGELES, Aug. 2.—A 16mm distributor, Eugene A. Balcom, appeared before U. S. Judge James M. Carter in Federal Court here and entered a plea of *nolo contendere* to counts in an information for criminal copyright infringement alleging that he had unauthorizedly rented for exhibition Paramount and Walt Disney features. By the plea of *non contendere* the defendant Balcom threw himself upon the mercy of the court, which has the same power of punishment as if he had pleaded guilty or had been found guilty after a trial by jury. Judge Carter set Aug. 20th for hearing on the pre-sentence report from the Probation Department.

Last November, the same defendant was fined $100 by U. S. Judge Peirson M. Hall on a plea of *non contendere* to a count in a criminal copyright infringement.

6 Distributors File Percentage Suits

PORTLAND, Ore., Aug. 2.—Six percentage actions were filed here yesterday in Federal Court. Paramount, Warner, RKO, United Artists, Universal and Columbia each filed a separate action against Frank X. Buckmiller, Freeman P. Geddes and Baker Theatrse. The defendants formerly operated the Eltrym and Empire theatres in Baker, Ore.

James J. Kennedy and Maguire, Shields, Morrison and Bailey, of Portland, represent the plaintiffs with Sargoy and Stein of New York as counsel.

Paul M. Glisson, 20th-Fox Manager

MEMPHIS, Aug. 2.— Paul M. Glisson, office manager for the 20th Century-Fox here, died of heart attack last night. He was 55.

Born in Jackson, Tenn., he came to Memphis in 1927.

Theatres Cover Up For TV Miss-out

RKO Metropolitan theatres are playing the film of the Joe Walcott-Ezzard Charles fight, which was telecast after a combine of TV networks outbid television-equipped theatres for the exclusive rights. However, the RKO ads urge the public to "See the knockout punch that TV missed."

Allied Scans Terms For 'Boy,' 'Captain'

PHILADELPHIA, Aug. 2. — Allied States nationally is gathering information from members preparatory to opposing sales terms allegedly being asked by Paramount for "That's My Boy" and Warners for "Captain Horatio Hornblower."

Abram F. Myers, Allied chairman and general counsel, has asked Allied members to send details to him of the terms being asked on the two pictures. The companies involved will be approached before Allied initiates a campaign of protest, it was stated.

Allied says it was advised that Paramount has asked 40 per cent beginning at an unrealistically low figure, and an increase of one per cent in the rental for each three per cent increase in gross thereafter, for "That's My Boy."

Warners, Allied was told, is asking 50 per cent from the first dollar for "Hornblower."

Festivities to "Boom" 'Leathernecks' in Chi.

CHICAGO, Aug. 2.—The world premiere of "Flying Leathernecks," at the Woods Theatre Aug. 13, will be ushered in by a gigantic celebration spearheaded by the United States Marine Corps.

Appearing in person at the premiere will be film stars John Wayne and Janis Carter, as well as top "brass" from all branches of the Armed Forces, and several winners of the Congressional Medal of Honor. Receipts of the premiere, at which wounded veterans are to be the guests of honor, will be turned over to the Chicago American Disabled Veterans' Fund to be shared with the Marine Corps League.

Blumenstock's Drive For 'Quartet' Spreads

Spreading nationally are the "Harmony Quartet" contests set up by Mort Blumenstock, Warner Brothers' advertising - publicity head for W. B.'s Technicolor musical, "On Moonlight Bay," starring Doris Day and Gordon MacRae. The contests are being handled in cooperation with Columbia Records and Evans Lighters. In each situation the contest is open to all amateur male quartets in cities where the picture has been booked during the period through Aug. 10.

German Post-war Production Seen In A Dilemma

By VOLKMAR V. ZUEHLSDORF

BERLIN, July 28 (By Airmail).—The fact that not a single German film won top honors in the recent International Film Festival in Berlin has left German motion picture circles with the somewhat bitter but sobering recognition that their post-war production is on the whole not up to international standards.

A good deal of this is blamed on the fact that the German industry had to start from scratch after 1945 and also was handicapped by the decentralization enforced by the Allies. But it is true also that the German motion picture so far has failed to develop a convincing style of its own, such as it did after the first world war.

Among the various schemes to help German production back on its feet, such as government subsidies, public financing and prizes, a quota system is now up before the German Federal Diet. It would make it unlawful for German theatres to run German pictures for less than 21 to 35 days in each three-month period.

German theatres balk at this plan, and the demonstration given in Berlin —that good foreign pictures are more attractive than inferior German ones —has no doubt encouraged their resistance. Theatre owners also point to the fiasco of the quota plan in England.

They recognize the crisis in German production and are willing to cooperate, but they reject a quota system as a bonus to mediocrity. Tension runs high at the moment and a break is feared between the producers and theatre owners.

Rosen Named 20th's Manager in Albany

ALBANY, N.Y., Aug. 2.—Nat Rosen, 20th Century-Fox salesman in the Philadelphia exchange for the last two years, will take over Monday as branch manager in Albany, succeeding Daniel R. Houlihan, resigned.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

DEAN MARTIN and JERRY LEWIS in THAT'S MY BOY
A PARAMOUNT PICTURE
in Person
THE MODERNAIRES
BOB CHESTER
And His Orchestra
PATRICE HELENE & JAN HOWARD
Extra! Rudy Cardenas
DANNY LEWIS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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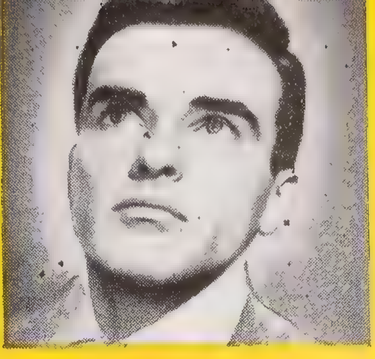
soon takes its place
in the boxoffice
sun...

MONTGOMERY CLIFT



"Reports on Clift are hot!"
—*Sheila Graham*

ELIZABETH TAYLOR

"Her red-hot love scenes
spell record business."
—*Harold Heffernan*

SHELLEY WINTERS

"Lots of happy talk about
Shelley's performance."
—*Dorothy Kilgallen*

in

George Stevens'
Production

"It's the greatest film that
Stevens ever made."
—*Hedda Hopper*

A PLACE IN THE SUN

"A great movie. I haven't
seen a picture yet that can
beat it for the Oscar."
—*Sidney Skolsky*

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Screenplay by Michael Wilson and Harry Brown • Based on the novel,
AN AMERICAN TRAGEDY, by **THEODORE DREISER** and the
PATRICK KEARNEY play adapted from the novel

'Movie Time' Texas Meeting on Monday

Dallas, Aug. 2.—Plans for "Movie Time Texas" will be presented to an industry audience at a mass meeting called for 9:30 A.M. Monday in the Majestic Theatre, Dallas. Speakers outlining the eight-week drive starting in the third week of September will be R. J. O'Donnell of Interstate and national director of COMPO's Jubilee, and H. A. Cole of Allied Theatres of Texas who is statewide drive co-chairman with O'Donnell. Paul Short of National Screen Service will have charge of the meeting.

Mayer on Jubilee

(*Continued from page* 1)

branch manager; Don V. Tibbs, Variety Tent No. 38 chief barker, and Howard Pearson, trade press representative, as a committee to direct the COMPO campaign in the Intermountain West.

They, in turn, designated Ralph L. Trathen, independent exhibitor, as general chairman of the drive.

Mayer said the drive will get under way Sept. 30, with a dinner in Washington to be in attended by stars and others in the industry and with President Truman attending, if possible. He said that Bob Hope has agreed to be master of ceremonies at the dinner if he is not working on a picture at the time.

The drive will consist of sending "good-will ambasadors" in the nature of good public speakers from Hollywood into many cities in the nation. They are to address civic and club meetings, hold press interviews and mingle with the public. Personal appearances at theaters will be discouraged. He said that starlets will accompany these well-known and established name stars, and that a "Movie Hall of Fame" contest will be conducted during the two-month campaign.

Earlier, Mayer said the industry needed unity now more than ever before and he also said that if the small amount of money being asked by COMPO for helping motion pictures could not be raised—"God help the industry."

During his talk he also said that the operations of COMPO were no different from those of other industries, which were trying to increase their prestige, and said he didn't know why some people tried to spell COMPO's end just because of a few stumbling blocks. He declared an industry in which chaos had ruled for 50 years could not hope to organize within a year, but saw its eventual unification for the good of all. "And everyone must help," he stressed.

He cited the "audacious" action of the Federal Communications Commission in trying to dictate to the industry as to whom it must sell films to. He said he didn't think it right that the industry should be told it must sell films to television.

Mayer also explained that plans are being made for a traveling motion picture exhibition to start from New York next year and go into every city in the nation. He said this will consist of screen tests, clips from pictures and display of gowns and the like.

He also suggested that a research organiaztion be set up to delve into various phases of the business.

Finally, he said that every exchange center and every theater should be ready to aid in "coming emergencies," which he claimed are going to develop regardless of what happens in Korea. The government is going to need your help when it realizes the seriousness of these days, and you must be ready to help, he declared.

Referring to the fact that his term of office ends in the middle of August, Mayer said he is going to stay on the job and help Bob O'Donnell, national Jubilee director, get the COMPO drive started even if he has to work morning, noon and night and visit every exchange city again.

Reviews

"Meet Me After the Show"

(*20th Century-Fox*)

EXHIBITORS who have fared well with previous Betty Grable Technicolor musicals should be happier with this one. It runs above par. As usual the songs and production numbers are the high points of the picture while the story is a slender one serving as a bridge between the interludes.

George Jessel, who knows show business, is the ideal producer for the film since it deals with the back-stage life of show people. Macdonald Carey plays Miss Grable's producer husband and Lois Andrews plays a footloose man-hunting heiress. Trouble begins to simmer when Miss Grable finds Miss Andrews forcing her affections on Carey. Furious with anger, she sets in motion proceedings for a divorce. Carey really loves Miss Grable, but he falls short on alimony and winds up in jail. Thus he decides he could best win his freedom by having Miss Grable marry someone else, in this instance Eddie Albert, a health addict.

Somewhere along the way Miss Grable has an accident that results in amnesia for her. Carey and Albert immediately join forces to help her. Pursuit takes them to Miami where she is working in a nightclub. What is worse, she is being wooed by a haughty muscleman, Rory Calhoun. It all culminates in a three-way campaign for Miss Grable's hand, but Carey rewins it in the end. As an added comic touch, he winds up with amnesia as a result of a blow, but by curtain time, both are in full possession of their faculties.

One of the outstanding production number in the film is woven around the song, "No Talent Joe." Other numbers include "Meet Me After the Show," "Bettin' on a Man," "Ev'ry Day Is Like a Day in Maytime," "It's a Hot Night in Alaska," and "I Feel Like Dancing."

Richard Sale directed, from a screenplay on which he collaborated with Mary Loos.

Running time, 86 minutes. General audience classification. August release.

MANDEL HERBSTMAN

"Crosswinds"

(*Paramount*)

AN ENGAGING bunch of scoundrels have been brought together in this South Seas adventure yarn filmed in splashy Technicolor by William H. Pine and William C. Thomas. John Payne is the stalwart hero who lets some crooks double-cross themselves into oblivion. Rhonda Fleming provides the love interest. Production values are excellent; direction by Lewis R. Foster, who also wrote the script, based on a novel by Thomson Burtis, keeps the action brisk; and the rich jungle backgrounds, with underwater scenes added, give the picture a rating a notch or two above the average of its type. Exhibitors whose audiences like their adventure pictures spiced with humor will not go wrong with this Paramount release.

Payne, an ex-pilot who has retreated from the world to his beautiful little schooner, becomes involved with Forest Tucker, a hardbitten New Guinea island trader who is hatching a deal with Robert Lowery, a gold mine pilot, to stage a fake crash of a plane loaded with bullion. Tucker needs Payne's boat and "frames" him into prison, buying the boat at auction. Released, Payne joins forces with Alan Mowbray and John Abbott, another unsavory pair, in an attempt to get his boat back. Meanwhile, the fake crash has misfired and instead a real one takes place, with Lowery and Miss Fleming aboard. The ensuing race for the gold, during which Miss Fleming is rescued from jungle savages, provides the major narrative. It is recovered, not without plenty of brushes with the natives, and during the trip back, the trio of crooks manages to dispose of themselves through avarice, scheming and poisoned native arrows, leaving Miss Fleming and Payne with their love, the boat and a legal share of the gold.

Mowbray is delightful as the English remittance man turned crook, Abbott is droll as his Cockney assistant and Tucker is the conventional strong, silent type, dying with good wishes for his rival, Payne. Frank Kumagai gives a lively performance as Payne's friend and crewman.

Running time, 93 minutes. General audience classification. For October release.

VAUGHAN O'BRIEN

Martin - Lewis Rack Up Chicago Record

CHICAGO, Aug. 2.—Although Dean Martin and Jerry Lewis cut down from six to five shows today for the last day of their personal appearance at the B. & K. Chicago, they are virtually assured of racking up a gross of $118,000 for the week, which would exceed by $5,000 the old mark of $113,000 set by Jack Benny in May, 1947.

Team Exhausted

B. &. K. executives had hoped to convince them to do seven shows a day all week, but the comedy team was so exhausted from the heavy demands of their personal appearance tour that they were forced to drop one of their six shows today.

Minn. Upturn

(*Continued from page* 1)

"He Ran All the Way" and "Fabiola" as doing top business everywhere, "along with the 'Carusos' and 'Show Boats.' "

His inference was that the broad business upturn hereabouts and elsewhere is not, as it has been heretofore, limited to a few top-budget, outstanding pictures but is being shared as well by a much broader base of good-to-excellent pictures.

French said that, taking into account Maco theatres and joint interests which have had to be disposed of under terms of the Paramount consent decree, he expects the last half of this year to show a substantial gain in gross business over both the corresponding period last year and the first half of 1951.

Eph Rosen, M-G-M assistant branch manager here, said that out-of-town exhibitors calling at the exchange are almost unanimous in reporting "substantial" increases at their box-offices. Their reports, he said, "provide positive proof that theatre business in our area has definitely bounced back and is now very healthy."

Extensive inquiries reveal that, for the most part, current grosses in outstate situations are as high today as at any time in history and, in some cases, are even setting new marks.

In the Twin Cities, both Loop and neighborhood houses report exceptional business with "big" films, but the picture appears to show practically no change insofar as run-of-the-mill product is concerned. Drive-ins in the area are an exception, most reporting extremely brisk business for periods covering both top and average product playdates.

Chicago Upswing

(*Continued from page* 1)

period last year by $8,015.55, marking the first time since the tax went into effect that collections from theatres for any one month exceeded the collections for the corresponding month of the previous year.

The July figure, $98,389.70, also was far better than the $83,491.10 collected last month (for May receipts). The rise is despite the fact that there are about five fewer theatres in operation here now than there were at this time last year.

Much of the rise can be attributed to a few outstanding attractions (such as "The Great Caruso," which has been held over for extra playing time in more than half its runs and has set house records in many outlying situations) and to the fact that first run business has improved tremendously within the past two months. From all present indications, the uptrend will continue throughout August with strong attractions such as "Alice in Wonderland," "Captain Horatio Hornblower," and "Flying Leathernecks," among others, due to open here shortly.

Dinah Shore Booked

CHICAGO, Aug. 2.—Continuing its policy of personal appearances by top stage, screen and TV personalities the Chicago Theatre has signed Dinah Shore for the week of Aug. 17. Her husband, George Montgomery, will appear with her if shooting on his current picture winds up by that time.

NBC in $1,500,000 Rose Bowl Deal

Hollywood, Aug. 2. — The National Broadcasting Co. was awarded exclusive radio and television rights for the Pasadena Rose Bowl football game for the next three years for $1,500,000, following the opening of sealed bids examined yesterday by the Pacific Coast Conference representatives at Berkeley.

Syracuse Tax Seen On the Way Out

SYRACUSE, N.Y., Aug. 2.—The five per cent ticket tax imposed by the City Council, on top of the Federal 20 per cent tax, last January, now has a good chance of being cancelled out by Dec. 31. At a Council meeting a measure was introduced calling for a 2 per cent sales tax to replace the nuisance taxes on amusements, hotel rooms and utility bills. Final action on the measure is expected at the next Council meeting in two weeks.

Under the burden of the double-taxation, totalling 25 per cent, attendance in Syracuse theatres has been off more than in comparable cities, despite the fact that Syracuse, generally, is a booming city.

Seek Coaxial Curb

(*Continued from page* 1)

warned that "millions of Americans will view with grave concern proposals to employ the time of coaxial cables for box-office television."

Marks opened his letter by saying his group understood that theatre TV interests had applied for a "substantial portion" of coaxial cable time. "While this committee does not wish to interfere in the business relationships of the A. T. & T.," he declared, "it does wish to remind the company of the deep public interest involved in any of the decisions of the company which might reduce the amount of coaxial cable time available for the transmission of TV programs for the general benefit of TV set owners."

Theatre TV Rise

(*Continued from page* 1)

tracted for Simplex direct-projection equipment and Fanchon and Marco is negotiating for three installations. Simms, leaving today to continue his tour of exchange centers, said the coaxial cable will reach the Coast before World Series time.

RCA Credit Plan

(*Continued from page* 1)

carpet and air conditioning. Theatre-TV can't change these basic needs. What's more, your house still needs good projectors and lamps. Because theatre-TV is an addition, not a successor, to movies."

RCA said that regulations of the National Production Authority were still liberal in allowing theatre modernization and pointed to the advantages of having a modernized house in the event of all-out war. The company also stressed possible tax deductions under the modernization plan.

Launch Drive on Tax Bill

(*Continued from page* 1)

Virginia group held a private huddle and decided to launch a letter-writing, telegraphing campaign against the provision.

Sullivan said he would return to New York this afternoon and start contacting TOA units with directions on what points to make in letters, wires and phone calls to their Senators. Myers said he would notify Allied members immediately along similar lines.

Myers said that "we have right and justice and everything on our side, but we're up against some terrific lobbying in favor of this provision, and we just have to turn on the heat. We have to interest Senators in our story or this provision will slip through the Senate just as it did the House."

Sullivan pointed out that only a few Senators were present during this morning's hearings, and that the vital points Myers made at the hearings must be brought to every Senator's attention.

Neither Myers nor Thalhimer nor a string of witnesses representing symphonies, operas and other groups benefiting from the change, drew any response from the Committee members present indicating a stand one way or the other.

"These special exemptions, if enacted into law, would give those enterprises an unfair competitive advantage over the established motion picture theatre," Myers told the Committee. "Our position is that this section should be stricken from the bill, or, if that is not done, that the motion picture theatres also be freed from the tax."

On Ticket Tax

Myers recalled that last July he and Sullivan had appeared before the Committee seeking relief for admissions tax. He reminded the Senators that the theatre owners had stressed the depressed state of the industry, but had nonetheless called off their campaign when the Korean war intervened, increasing the government's need for revenue.

"Since then, conditions in the motion picture business have improved but little and in some areas, conditions are worse," Myers said. "If Congress is now going to grant special exemptions from the admissions tax on grounds of economic need, then motion pictures qualify for first consideration. Indeed, if it were not for the grave dangers which beset the nation, with the resulting drain on its resources in providing for the national defense, the motion picture industry would now be renewing its pleas for abatement of the admissions tax."

Myers said that while the theatres last year had promised to pass to their customers any reduction in the admission tax, he had not noticed "any such disavowal" from the organizations that would benefit from this House bill. He charged that some of these organizations really want "a government subsidy—a 20 per cent advantage over the private enterprises which must compete with them."

The COMPO spokesman said "the unkindest cut of all" was the exemption granted to any "cooperative or community center moving picture theatre." He pointed out that the bill did not require that the theatre be run by any religious, educational or charitable group but merely that the net earnings not inure to the benefit of any stockholder or individual.

In response to a question from acting chairman Byrd (D., Va.) concerning figures on losses in the industry, Myers cited "constantly dwindling" receipts from admissions taxes. These, he said, were "anywhere from 25 per cent to 40 per cent off" the wartime figures. When Byrd asked if television expansion had harmed the industry, Myers said it "unquestionably" had.

Thalhimer supported Myers' plea with statistics on Virginia theatres. Over 25 Virginia theatres have closed in the last three months, he said, and theatre business in the state has been down 28 per cent from the 1945-49 admissions tax figures. An additional statement for the Virginia group was filed by president William F. Crockett.

Myers Wants No Tax On Passes Provision

Washington, Aug. 2 — Not all of the House tax bill is bad, Abram F. Myers told the Senate Finance Committee today. He said his group felt the tax bill provision exempting passes from tax and basing the tax on reduced-rate tickets on the price actually charged rather than the full established price was "unobjectionable" and should be retained.

He said the present requirement of basing the tax on the full price "is an unwarranted deterrent to the admission of students and men and women in the armed forces at reduced rates."

Virginia Exhibitors Hit Surtax Exemption

WASHINGTON, Aug. 2.—Virginia exhibitors today opened fire on still another provision in the House tax bill —one which would limit a group of commonly-controlled corporations to one surtax exemption and one excess profits tax credit.

A brief filed with the Senate Finance Committee by Robert T. Barton, Jr., counsel for the Virginia Motion Picture Theatre Association, said this provision would discourage new investment in theatres.

Protest Tax Boost on TV Sets; Cite Sales Decline

WASHINGTON, Aug. 2.— Spokesmen for the National Association of Radio and Television Broadcasters and for the Radio and Television Manufacturers Association today opposed the Treasury Department's proposal to boost the tax on TV sets from 10 per cent to 25. They argued that the industry is already in a depressed condition, pointing out that production has fallen from 210,000 sets a week last October to 65,000 sets a week in June. Any further increase in the TV tax, they said, would bring a further drop in sales.

U.K. Talks

(*Continued from page* 1)

ing has been scheduled for tomorrow morning, presumably to finalise the draft.

Indications are that the British Treasury has persisted in its refusal to increase the American companies' remittances to more than the current $17,000,000 annually but that, in return it may be offering some liberalization of the permitted uses for the balance of blocked sterling and the *quid pro quo* for American investments in production here.

As reported earlier, the American representatives all have made plans to leave London this weekend. They had an informal visit with J. Arthur Rank this afternoon.

May Have to Fight

(*Continued from page* 1)

unsuccessful battle to have controls relaxed in a new theatre construction control order due tomorrow.

The TOA official made it clear he was not so much concerned about the ban on new theatres as the tight curbs on theatre repairs and alterations. "The government wants our theatres for civil defense and instruction and meeting places," he declared, "and then won't permit us to keep them in good repair and to modernize them. The theatre in many places is absolutely essential to the life of the community. I feel we may have to get all exhibitor groups together and fight to get theatres taken off the list subject to such tight controls."

WSB Panel Report

(*Continued from page* 1)

trol; industry members, favoring keeping all industries under wage control though perhaps with special policies for some; and public members favoring exempting some and controlling others.

Board officials said the Board has yet to decide whether to make the reports public.

Name Youngstein

(*Continued from page* 1)

executive board, voluntarily made his services available as his contribution to the execution of COMPO's plans for the drive.

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VOL. 70. NO. 25 NEW YORK, U. S. A., MONDAY, AUGUST 6, 1951 TEN CENTS

NPA Tightens Up Theatre Controls Anew

Construction Control Program Put Into CMP

WASHINGTON, Aug. 5. — New, even tighter controls on theatre construction, alteration or modernization have been put into effect by the National Production Authority.

The agency on Friday issued half a dozen new orders controlling construction work, including revocation of the basic M-4 control order and substitution of a new M-4A construction order. The new orders, effective immediately, tie the whole construction control program into the Controlled Materials Plan.

In brief, under the new orders, here's what exhibitors could do in the way of building:

No new theatre, including a drive-in, could be built without special "hardship" permission, unless it could be completed without any aluminum alloy steel, stainless steel or aluminum or with less than two tons of carbon steel or 200 pounds of copper.

If a theatre could be built under

(*Continued on page* 5)

Lober Is Named U. A. Continental Head

Louis Lober, until now assistant to the vice-president of Warner Brothers International, in charge of Europe, the Middle East and Africa, has been named Continental manager of United Artists, effective immediately, it was announced here by Arthur B. Krim, UA president. The post, which has been vacant for some time, was formerly held by George (Bud) Ornstein, who was transferred to Rome.

Lober joins United Artists following the recent announcement of the

(*Continued on page* 5)

Kozloff Chairman of Variety Convention

LAS VEGAS, Aug. 5.—Jacob Kozloff, director of advertising, publicity and entertainment for the Golden Nugget here, has been named general chairman of the 16th annual convention of Variety Clubs International, to be held here April 28 to May 1, 1952, it was announced.

TV's Code of Ethics Flounders for Lack Of Money & Ethics

HOLLYWOOD, Aug. 5.—The television industry's first concrete move toward establishing a self-regulating mechanism paralleling the film industry's Production Code went aground temporarily on financial shoals at the weekend.

Martin Mooney, who a fortnight ago was appointed administrator of the television producers' code, withdrew from the post asserting that a lack of money and facilities made it impossible for him to execute the undertaking successfully.

Louis D. Snader, president of the National Society of Television Producers, said a successor to Mooney will be appointed at the next meeting of the organization's executive board.

Although both Mooney and Snader ascribed the temporary failure of the code project to a lack of adequate funds, the latter said Mooney was aware that this condition might prevail for some time when he accepted the appointment. Mooney, on the other hand, said certain minimum

(*Continued on page* 5)

TOA Set for Jubilee Role: Sullivan

Theatre Owners of America will go all out for the support of the proposed jubilee campaign, "Movietime, U. S. A.," Gael Sullivan, executive director, said here at the weekend on his return from the industry seminars in Hollywood sponsored by the Council of Motion Picture Organizations.

Although a blueprint of exhibitor

(*Continued on page* 5)

SEE $4,000,000 MORE IN UK PACT

Can Convert US Share Of Eady Tax; 33 1/3% U.K. Production Costs

LONDON, Aug. 5. — American film companies are authorized by the new remittance agreement, provisionally accepted here Friday, to convert their share of sterling accruing under the new Eady Tax Plan, and to remit one-third of their investment in film production in the United Kingdom or in British quota films, instead of the present 23 per cent.

Those are the major changes in the agreement but trade authorities estimate the two provisions will make it possible for American film companies to remit an additional $4,000,000 annually, for a total of $23,000,000, during the year beginning next Oct. 1.

The current remittance base of $17,000,000 is continued in the proposed agreement, which is subject to approval by the boards of directors of the Motion Picture Association of America and the Society of Independent Motion Pictures Producers.

The agreement would supplant the

(*Continued on page* 4)

Montague to Open Columbia Meeting In Chicago Today

CHICAGO, Aug. 5.—Columbia's annual sales convention will get underway here tomorrow at the Drake Hotel, attended by studio and home office executives, top sales personnel, department heads and the managers of the company's 32 domestic branches, as well as representatives of Columbia of Canada. The meetings will last five days, under the chairmanship of general sales manager A. Montague.

The initial day's meeting will be devoted to an analysis of the past year's business as well as to an examination of trends in the industry and anticipated business conditions for the coming year.

Those present from the home office, in addition to Montague, will be Jack Cohn, executive vice-president; A. Schneider, vice-president-treasurer;

(*Continued on page* 5)

25th Anniversary Of Talking Films

Warner Bros. today marks the 25th anniversary of the company's first showing of commercially successful talking pictures. On Aug. 6, 1926, Harry M., Jack L., Albert and the late Sam Warner presented their first program of sound films at the old Warner Theatre at Broadway and 52nd Street, New York.

The premiere program began when

(*Continued on page* 4)

Ohio, Michigan on the Bandwagon For Compo's 'Movietime USA' Drive

Exhibitors of Ohio and Michigan have joined the parade of states lining up behind the Council of Motion Picture Organizations' "Movietime U.S.A." all-industry promotion drive to be held in October and November, it was revealed at the weekend by the COMPO office here.

Maurey White of Cincinnati and Meyer Fine of Cleveland have been appointed exhibitor chairmen in their respective areas, according to Martin Smith of Toledo, and a call has been issued to exhibitors both in the Cleveland and Cincinnati exchange territories for meetings this week at which detailed plans will be made for Ohio's participation in the "Movietime U.S.A." campaign.

Michigan exhibitors met Friday in Detroit to organize a statewide effort in conjunction with the COMPO drive.

Tax Bill Delays Aid Protest Campaign

WASHINGTON, Aug. 5.—The Senate Finance Committee will probably start executive session work this week on its version of a 1951 tax bill.

Hearings on the House tax bill ended Friday. Committee Chairman George (D., Ga.), who has been away during the last two weeks, is due back tomorrow and will probably set the date for beginning executive sessions.

The delay gives the industry extra time to get under way its campaign to kill a House bill provision lifting

(*Continued on page* 5)

Ten A Year From Broder for Realart

HOLLYWOOD, Aug. 5.—A series of 10 pictures to be made yearly by Jack Broder Productions and to be released through Realart Pictures franchise holders was announced here at the weekend by Jack Broder, who heads Broder Production.

Completed and ready for release are

(*Continued on page* 5)

Personal Mention

HARRY BUCKLEY, former vice-president of Untied Artists, returned to New York late last week from an extended European tour.

•

BOB MONTGOMERY, Paramount publicist here and editor of the company's house organ, is recuperating at home from a minor operation and expects to return to his desk next week.

•

J. HENRY WALTERS, former attorney for RKO Theatres here, has been re-elected president of the board of trustees of Syracuse University's Forestry College.

•

NAT WOLF, Warner Ohio zone manager in Cleveland, was again named chairman of the motion picture committee for the 1951 Community Fund Drive.

•

RALPH LANTERMAN, city manager for Walter Reade Theatres in Morristown, N. J., was given a city-wide testimonial party in his own Community Theatre last week.

•

CLARENCE GREENE and RUSSELL ROUSE, writing-producing-directing team, have arrived in New York from Hollywood.

•

ALLEN M. WIDEM, amusements editor of the Hartford (Conn.) *Times*, was a weekend visitor in New York.

•

MANNY PERASON, M-G-M resident exploitation representative in Cleveland, and his wife recently celebrated their 13th wedding anniversary.

•

DAVE WARNER, of the National Theatre Supply New Haven staff, was recently married to EDITH RINGWALD of West Haven, Conn.

•

JACQUES BAR, French producer arrived here at the weekend from Paris.

•

CARY GRANT has left here for Hollywood.

•

HENRY KING, director, will arrive in New York from the Coast this week.

•

DOUGLAS FAIRBANKS, JR., left here here at the weekend for the Coast.

Sharp Drop in Profit Of DuMont Company

Sales of Allen B. DuMont Laboratories, Inc., were $25,612,000 for the first 24 weeks of 1951, as compared to $26,786,000 for the first 24 weeks of the previous year, the company reported at the weekend.

Net Profit

Net profit for the same period declined from $2,797,000 for the 1950 period to $109,000 this year. Earnings per share of common stock after preferred dividends were two cents for the 1951 period, compared to $1.16 in 1950.

Tradewise . . .

By SHERWIN KANE

METRO-GOLDWYN-MAYER once again has demonstrated that it stands ready to back up with deeds its right to the appellation "The Friendly Company."

As reported recently, MGM will make business concessions to those exhibitors in need of them whose properties suffered in the recent Kansas-Missouri floods, MGM extended a similar helping hand to devastated theatres elsewhere last year and it was in the forefront of distribution companies which stated last spring that as a matter of policy it would do what it could to help prevent any deserving theatre from closing its doors because of the business slump felt throughout the industry. It has, of course, other deeds to its credit which make the term, "The Friendly Company," more than an empty phrase, but those mentioned here are concerned not with individual customers but with broad segments of exhibition.

•

It is to be assumed that other distribution companies will be no less willing than MGM to extend assistance where it is possible to do so to stricken theatres in the Kansas-Missouri flood area. There is much that can be done for such theatres as can be restored to operation.

But what of those that cannot be?

There are not many, but there are some, which either because of flood damage, the extent of the exhibitors' losses or the removal, after the flood, to new locations of much of the population on which the theatres depended for patronage, cannot be restored nor replaced elsewhere in the foreseeable future.

Premiums for flood insurance in the stricken area were prohibitive. Virtually none was in force. Damage to some theatres was not limited solely to the total destruction of furnishings and equipment, heating, lighting and cooling systems. It extended also to building foundations and surrounding areas, rendering the physical plant a complete and permanent casualty.

•

Among the latter is the Osage Theatre of R. R. Biechele in Kansas City, Kas. Biechele was observing his 40th anniversary as an exhibitor in that locale. They have been 40 years distinguished by unselfish and constructive service to his fellow exhibitors and the industry in his territory, as officer and director of the Kansas-Missouri Theatres Association and its predecessor organizations, and in the former Motion Picture Theatre Owners of America. The fruits of 40 years of labor were literally wiped out for Biechele in the path of the Kansas River flood crest. Whether the Osage can be reopened is problematical. Whether its patrons will remain in the danger zone hereafter is not known.

There is little that a cooperative distribution policy can do for such theatre casualties as the Osage. In fact, it is not the province of one company nor of all of distribution to extend assistance to such grievously stricken units. They should be—must be—the concern of the whole industry.

The Kansas-Missouri floods serve to point up once again the real need of an industry foundation capable of lending emergency assistance to its own overcome by misfortune.

What disaster will it require to bring such a foundation into being?

• •

At its recent convention in Del Mar, Cal., the Pacific Coast Conference of Independent Theatre Owners condemned the action of the Society of Independent Motion Picture Producers in urging the Federal Communications Commission to license pay-as-you-see home television devices. The resolution of the PCCITO went on to recommend that in the event such systems are licensed by the FCC, the Government be urged to collect Federal amusement taxes thereon.

Many will applaud that recommendation. It is evidence of much sounder thinking on the subject, insofar as the welfare of the industry is concerned, than that displayed by SIMPP's board of directors.

• •

David Selznick let it be known to the press that he is considering the sale of his old pictures to television and has commissioned a New York representative to ascertain TV's ability to pay an acceptable price for them.

Selznick needn't have bothered. He could have asked Walt Disney, who made just such an inquiry some time back.

The Disney finding: "No TV deal approximates what theatres can pay for reissues."

Newsreel Parade

THE war in Korea again is the newsreel highlight. Other items include President Truman signing the new controls bill, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 63—Allies step up war in Korea. UN turns down Red demands. Truman signs controls bill. New Navy Chief of Operations. Nature's own steam tower. London "pearlies" go to town. Paris displays dizzy hair-dos. Robinson back from Europe. Channel swim season opens. Polo match. Porpoise pulls water taxi.

NEWS OF THE DAY, No. 297—South Koreans demand a free, united nation. Fighting goes on as truce stalls. Wedemeyer quits Army. New Navy Secretary. Highest honor for Marine. Election in Israel. Ex-champion Robinson gets big welcome. Snow bird race. New fish story.

PARAMOUNT NEWS, No. 100—Italy: big geyser bursts out of control. Crosby's town welcomes his new film. President Truman meets the girls. Ex-champion Robinson comes home in triumph. South Koreans oppose a split of their nation. Florida: water sports novelty.

TELENEWS DIGEST, No. 31-B—Korea: UN harries Red build-up. Berlin: preview of Red youth meeting. Britain's giant civilian airliner and Czechoslovakia's first helicopter. President signs Defense Production Act. Franco's new cabinet. Israel elections. King Farouk's private train. Adopted Korean orphan. Horse show.

UNIVERSAL NEWS, No. 479—News flashes from Korea. Bulldozer drop. Former middleweight champion Robinson returns. Truman signs bill and awards medal. Model planes. Pat and the porpoise. Frontier days in Oregon.

WARNER PATHE NEWS, No. 102—Korean talks stalled, war goes on. Europe's army: U. S. and France in mass paradrop. President signs controls bill. General Wedemeyer retires. Kimball is new Navy Secretary. Matthews to Eire. Britain shows off huge "Brab." Kaiser's son dies. Purposeful porpoise-pull. Hollywood: patriotism demonstration. Track stars.

'Egypt' Chicago Bow Ceremonies on TV

CHICAGO, Aug. 5.—B. and K. telecribed the sidewalk festivities in front of the Chicago Theatre for the world premiere of "Little Egypt," which opened at the ace Loop house Friday.

The 15 minutes program was shown twice Friday on the local Paramount TV station WBKB and will be shown about a dozen times more during the coming week. Mark Stevens and Rhonda Fleming, stars of the picture, took part in the premiere and made a personal appearance at the theatre along with Billy Erskine, who heads the stage show. Audience reaction to the telecast was very encouraging, with many viewers telephoning the theatre for further information.

Record $6,500 for WB 'Hornblower' Bow

WASHINGTON, Aug. 5.—Warner Brothers' Technicolor production of "Captain Horatio Hornblower," starring Gregory Peck and Virginia Mayo, began its world premiere engagement at three theatres here simultaneously, the Warner, Ambassador and Metropolitan, to the biggest opening day's business for a Warner picture in the company's history in the Nation's capitol, grossing $6,500.

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BING'S BANG-UP

Paramount Promotion

has the whole nation talking about Bing's biggest in years:

FRANK CAPRA'S

HERE COMES THE GROOM

Sensational previews in over 100 selected cities, week of August 13th!

It's Paramount's new and sensationally effective technique for generating word-of-mouth. Every preview handled individually with special ads, invitations, lobby displays, opinion cards—and even a special preview trailer starring Bing! One performance in each city with praise fanning out to tell and sell—for every engagement in the territory!

All this climaxing colorful Elko, Nevada, National Press Premiere!

Just about all America is hearing about it, reading about it! Ten plane-loads of reporters representing newspapers, wire services and magazines from border to border and coast to coast! Nevada's Governor and other officials—Bing and a huge contingent of stars—broadcasts galore including entire CBS network!

All this beating the drums for its kick-off—Paramount Week Sept. 2-8!

Frank Capra's "HERE COMES THE GROOM" starring Bing Crosby Jane Wyman • Alexis Smith • Franchot Tone • James Barton • with Robert Keith • and introducing Anna Maria Alberghetti • Produced and Directed by Frank Capra • Associate Producer—Irving Asher Screenplay by Virginia Van Upp, Liam O'Brien and Myles Connolly Story by Robert Riskin and Liam O'Brien

Sees 'Squeeze-Play' On TV in Chicago

Chicago, Aug. 5.— A "gigantic entertainment squeeze-play" against television programs originating in Chicago when the Coast-to-Coast coaxial cable is completed is on, say editors of *TV Magazine*, in the issue out today. They recommend "immediate steps to establish a TV city and civic center as a bold and dramatic answer to New York and Hollywood." This civic center, they continue, should be located outside the city proper and "should provide a complete setup for all major TV stations, sports, educational, and public service projects."

1st Italo-US Pact Installment Okayed

Under the recently effected Italo-U. S. agreement, 37½ per cent of the blocked funds of American distributors in Italy will be unfrozen, the initial installment of which will amount to about $3,200,000, according to Rome dispatches reaching here.

The amount was authorized by the Italian government under the letter of accession signed in the spring by John G. McCarthy, Motion Picture Association of America international vice-president.

The two-year pact also calls for about 25 per cent of American distributors' earnings to be loaned to the Italians for various film industry purposes, one of which is the establishment of an International Film Export unit to promote the distribution of Italian films in the U. S. The balance of the frozen funds are usable in Italy for production and co-production purposes.

25th Anniversary

(*Continued from page* 1)

Will Hays, then president of the Motion Picture Producers and Distributors of America, spoke from the screen. He was followed by the New York Philharmonic Orchestra, Mischa Elman, Marion Talley, Efrem Zimbalist, Harold Bauer, Roy Smeck, Giovanni Martinelli, Anna Case, the Cansinos and the Metropolitan Opera Chorus. The New York Philharmonic also played the synchronized musical accompaniment for the feature, "Don Juan," starring John Barrymore.

The current celebration is being highlighted by the issuance of a record number of top productions. The anniversary schedule, which began with Alfred Hitchcock's "Strangers on a Train," also includes the following productions:

"Force of Arms," starring William Holden, Nancy Olson and Frank Lovejoy, directed by Michael Curtiz.

"A Streetcar Named Desire," Charles K. Feldman's production, starring Vivien Leigh and Marlon Brando, under the direction of Elia Kazan.

"Captain Horatio Hornblower," starring Gregory Peck and Virginia Mayo in the Technicolor picturization of the C. S. Forester novel.

"On Moonlight Bay," Technicolor musical in which Doris Day, Gordon MacRae, Jack Smith, Leon Ames and Rosemary De Camp have the leads.

"Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford and Steve Cochran.

"Starlift," musical in which practically every star of the Warner studio appears.

"Come Fill the Cup," James Cagney's latest starring drama, with Phyllis Thaxter, Raymond Massey and James Gleason in other leads.

"Painting the Clouds with Sunshine," Technicolor musical starring Dennis Morgan, Virginia Mayo, Gene Nelson, Lucille Norman, S. Z. Sakall and Virginia Gibson.

"Close To My Heart," starring Ray Milland and Gene Tierney.

"The Tanks Are Coming," starring Steve Cochran with Philip Carey and Mari Aldon.

"Distant Drums," produced in the Everglades by U. S. Pictures with Gary Cooper starred.

$23,000,000 in UK Pact

(*Continued from page* 1)

present basic pact which had until next June to run, and would continue in force for two years from next Oct. 1, subject to the option of either side to reopen it at the end of its first year.

During the current year American companies will be able to remit an estimated $2,000,000, representing 23 per cent of their production investment in Britain and purchase of British quota films, in addition to the basic $17,000,000. Providing such British product investments continue at the same rate next year, American companies could withdraw another $1,000,000 under the new provision increasing the percentage from 23 to 33⅓. Such remittances are, of course, limited to those companies making the product expenditures in Britain. Thus, the remittances next year could be $20,000,000, on the two items, instead of this year's estimated $19,000,000.

American companies' share of the new Eady Tax Plan, which has just gone into effect, will amount to $3,000,000 at the end of the first year, it is estimated. That, too, will be convertible, increasing the total to $23,000,000 for the first year. The figure could be more or less, depending on whether more or less is invested in British production and quota films during the coming year, and whether theatre attendance in Britain increases or decreases.

The American share of Eady Tax Plan collections is estimated on the basis of past and current theatre attendance in Britain. Under the plan, prices of certain theatre seats are increased by an amount which it is estimated on the basis of normal attendance will produce a fund of approximately £14,000,000, of which half would go to the British government and the other half would be divided equally between producers-distributors on the one hand, and exhibitors on the other. The American companies' share of the £3,500,000 which would go to producers-distributors is estimated at approximately £1,200,000, or something in excess of $3,000,000.

In other respects, the existing agreement would be renewed in its present form. There was understood to be no significant change in the definitions of permitted uses for the American companies' earnings which remain blocked, due to the fact that under the present agreement the companies were able to work out virtually all of their frozen sterling here in one way or another during the past year. The blocked portion is estimated to have amounted to approximately $15,000,000.

Negotiation of the new agreement was marked by numerous delays and extended over a period of three weeks. The American negotiators were Joyce O'Hara and John McCarthy, vice-presidents of the MPAA; James A. Mulvey, representing SIMPP, and F. W. Allport, London manager for MPAA. British negotiators consisted of Treasury and Board of Trade officials.

O'Hara and Mulvey left for New York by plane over the weekend and will submit the proposed agreement to their principals at an early date. McCarthy left here for Paris where he will take up negotiations for a new Franco-American film agreement. Thereafter, he is scheduled to go to Madrid to finalize an agreement with Spain and will visit other Continental film markets later.

Famed Fighters to See 'Iron' Preview

Famed ring personalities of past and present will attend an invitational preview of Universal-International's "Iron Man," which deals with the dramatic rise of a heavyweight champion, at Toots Shor's here on Thursday. Jeff Chandler, star of the film, will be on hand to welcome the guests.

Among those invited to the preview, were Jack Dempsey, Kid Gavalan, Rocky Graziano, Jake LaMotta, Ray Robinson, Sandy Saddler, Willy Pep, Paul Berlenbach, Johnny Dundee, Joey Maxim, Barney Ross, Tony Canzoneri, Gene Tunney, James Braddock, Bob Olin, Bob Murphy, the two oldest living ex-champions, Frank Mantell and Frankie Erne, and others.

The film will have its world premiere on Aug. 17 in Pittsburgh.

U.K. Sets New Fund For Production

London, Aug. 5.—Sir Hartley Shawcross, president of the Board of Trade, has announced that the Treasury has agreed to advance an additional £2,000,000 ($5,600,000) to the National Film Finance Corp., the government agency which dispenses film production loans.

The decision was made despite inauguration of the Eady Plan, on a permanent basis, which channels a portion of box-office receipts back to producers.

Mayer in Gov't Post

The resignation of Gerald M. Mayer, MPAA Continental manager, to accept a U.S. government post was announced in a London cable from John G. McCarthy, vice-president in charge of International Affairs, the Motion Picture Association of America reports here. Pending appointment of Mayer's successor, the management of MPAA's Continental activities will be handled by Eugene Van Dee, who has been serving at Paris as Mayer's assistant.

Baker Joins IMPS

Ezra R. Baker, Jr. has joined International Movie Producers' Service as director of sales and promotion.

NEWS in Brief . . .

The New York Rivoli's public premiere of Darryl F. Zanuck's "David and Bathsheba" will take place Tuesday evening, Aug. 14, instead of a day later, it was announced here by Montague Salmon, the theatre's managing director. The change in date was made possible through the earlier availability of the theatre, which has been serving as a Civil Defense recruiting station.

•

"Our Gang" comedies now being distributed by Monogram will be turned over to television following dissipation of their theatre usefulness, under terms of a deal by which an Eastern syndicate, headed by attorney David Stillman has acquired television rights to 100 of them from Hal Roach, their original producer, for a reported $300,000.

•

Hollywood, Aug. 5. — Permanent Charities Committee chairman Dore Schary has announced that a $1,350,000 goal has been set for the 1952 campaign. The six annual campaigns have grossed $750,000.

•

Cleveland, Aug. 5.—Harry Weiss, RKO salesman and president of the Salesmen's Club of Cleveland has set Aug. 25 as the date for the club's annual outing. It will be held at the lake shore home of 20th-Fox salesman Sam Litcher. The big event will be a ball game between the Toledo and River salesmen.

Coast Production Is Off 4 More Points

Hollywood, Aug. 5.—The production index has dropped four more points for a total of 35 pictures in work. Eight new pictures were started while 12 were completed.

Started were: "Thy Neighbor's Wife" (Hugo Haas Productions), Independent; "Elephant Stampede" and "Ride 'em Cowboy," Monogram; "Shane," Paramount; "The Big Sky" (Winchester Pictures), RKO Radio; "Fixed Bayonets!" 20th Century-Fox; "Bend of the Snake," Universal-International; "I'll See You in My Dreams," Warner Brothers.

Completed were: "The Thief of Damascus," Columbia; "Mutiny" (King Brothers), Independent; "When in Rome," "County Line," "Just This Once" and "The North Country," Metro-Goldwyn-Mayer; "Blue Fin" (Lindsley Parsons Productions); "Fort Osage," Monogram; "Here Come the Nelsons" and "Battle of Apache Pass," Universal; "Starlift" and "The Tanks Are Coming," Warner.

Special 'Bright' Show

Washington, Aug. 5.—Universal-International's "Bright Victory," has been selected for a special showing at the Aug. 17 meeting of the President's Committee on National Employment and Physically Handicapped Week. Committee chairman is Vice Admiral Ross T. McIntire, USN, retired. President Truman will open the meeting in the Departmental Auditorium. Other speakers will include Secretary of Labor Tobin and Federal Security Administrator Oscar Ewing.

Col. Meet

(*Continued from page* 1)

Rube Jackter, assistant sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; George Josephs, assistant to Montague; Maurice Grad, short subject sales manager; Leo Jaffe, assistant treasurer; Paul Lazarus, Jr., New York studio representative; Arthur A. Schmidt, director of advertising-publicity; H. C. Kaufman, manager of exchange operations; Joseph Freiberg, manager of the sales accounting department; Seth Raisler, manager of the contract department; Irving Sherman and Sydney Singerman, assistant manager of exchange operations; Vincent Borelli, assistant to circuit sales executives; William Brennan, manager of the print department; Sam Reice, home office legal department; Daniel Rothenberg, assistant to Josephs.

District managers in attendance at the meeting will be Nat Cohn, New York; S. A. Calanty, Mid-East; Carl Shalit, Central; B. C. Marcus, Mid-West; R. J. Ingram, Southeastern; Jack Underwood, Southwestern; I. H. Rogovin, New England; H. E. Weiner, Southern New Jersey and Eastern Pennsylvania; L. E. Tillman, Northwestern.

Branch managers present will be C. Dortic, Albany; G. Roscoe, Atlanta; T. O'Brien, Boston; J. Fater, Buffalo; R. D. Williamson, Charlotte; B. Lourie, Chicago; P. Fox, Cincinnati; O. J. Ruby, Cleveland; R. C. Hill, Denver; B. Shapiro, Des Moines; M. Zimmerman, Detroit; A. Gelman, Indianapolis; P. Hargette, Jacksonville; T. Baldwin, Kansas City; W. Ball, Los Angeles; N. J. Colquhoun, Memphis H. Olshan, Milwaukee; H. Chapman, Minneapolis; W. Silverman, New Haven; H. Duvall, New Orleans; S. Trauner, New York; C. A. Gibbs, Oklahoma City; J. Jacobs, Omaha; L. Wurtele, Philadelphia; G. Tice, Pittsburgh; J. R. Beale, Portland; W. G. Seib, Salt Lake City; L. N. Walton, Seattle; C. D. Hill, St. Louis; B. Caplon, Washington.

Harvey Harnick, sales manager of Columbia of Canada, will represent the Canadian sales organization.

Ten from Broder

(*Continued from page* 1)

"The Basketball Fix," starring John Ireland, Marshall Thompson, Vanessa Brown, William Bishop, Hazel Brooks, and John Sands, directed by Felix Feist, and the "Two Dollar Bettor," starring John Litel, Marie Windsor and Steve Brodie, directed by Edward L. Cahn. Now shooting and scheduled for October release is "Bride of the Gorilla," starring Barbara Payton, Raymond Burr, Lon Chaney and Tom Conway, directed by Curt Siodmak.

Broder has purchased four outdoor action screenplays. John Ireland has signed to appear in a Western. An exploitation staff headed by Herman Cohen, who is Broder's assistant, will be engaged on a nationwide basis and they will start immediately with "The Basketball Fix" and "Two Dollar Bettor."

Tax Bill Delays

(*Continued from page* 1)

the admission tax on operas, symphonies, community theatres and other non-profit groups. Abram F. Myers, general counsel of Allied States Association and the man who represented the Council of Motion Picture Organizations before the Senate Committee, said the industry could use the additional time. He declared it "might take some little time" to get the campaign under way, adding that "we just don't have the organization we had last year," when he led an industry fight to exempt theatres from the 20 per cent tax.

Review

"Rhubarb"

(*Paramount*)

H. ALLEN SMITH'S humorous story about an alley cat that inherits a big league baseball team from Brooklyn has been given a resourceful production treatment. The plot variation is a clever one and it should provoke many a lusty laugh from the customers.

Gene Lockhart plays the eccentric millionaire who is impressed by the spunk of a cat whose mania for golf balls produces havoc on the golf course. Forthwith, he orders his press agent, Ray Milland, to catch the cat. Lockhart's daughter, Elsie Holmes, is not happy about her father's new pet. She is positively furious when her father dies and wills his fortune to the animal. And since Lockhart was the owner of the ball team, the cat, now named Rhubarb, becomes the new owner.

As Rhubarb's guardian, Milland has a tough time getting the embarrassed team to work for a cat but he succeeds. Indeed the cat becomes a lucky mascot and the team has an amazing winning streak. Underworld gamblers are not happy about the team's winning streak, and Miss Holmes is still not happy about the cat. Thus when the cat is kidnapped at World Series time it becomes difficult to trace the culprit. Quite naturally the team starts losing and the fans are very unhappy. Sure enough the cat is brought back from the clutches of the underworld just in time to save the day for the beleaguered ball players.

A conventional romance between Milland and Jan Sterling has been worked into the screenplay, written by Dorothy Reid and Francis Cockrell. Arthur Lubin directed, and William Perlberg and George Seaton produced.

Running time, 95 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

NPA Tightens Controls

(*Continued from page* 1)

these restrictions—and NPA offcals left no doubt that they did not think one could be—the exhibitor would not need any special permission. If he had or could get the materials, he could go ahead.

Appeals would still be granted on a hardship basis and any appeals granted would also carry with them definite government allocations of the steel, copper and aluminum needed to complete the building.

Alteration or improvement or modernization would be subject to the same controls as new construction, that is, it could be carried out only if it could be completed without any aluminum alloy steel, stainless steel or aluminum or with less than two tons of carbon steel or 200 pounds of copper. Present exemptions in terms of dollars—$5,000 a year for major construction or $2,000 a year for personal property installation—would be dropped.

Steel, copper or aluminum in fixtures such as theatre seats, air conditioners, display cases or any other products on the class B list under CMP would not count against the totals. Copper wiring, however, would count.

All ordinary repair and maintenance could be carried on, and under a self-certification procedure the exhibitor would be entitled to claim steel, copper and aluminum just on his written say-so that he needs it for maintenance or repair work.

A theatre now under construction or an alteration or improvement project now under way could be completed if it does not use any alloy steel, stainless steel or aluminum, if it doesn't use more than two tons of carbon steel or 200 pounds of copper, and if the contractor has these amounts in his inventory already. Otherwise, the contractor and exhibitor must apply to NPA for special authorization to finish the project. NPA officials indicated this would probably be approved if the project had originally been approved on a hardship basis. Approval would carry with it definite allocations of the needed materials.

Use of copper or aluminum in any decorative or ornamental purposes would remain barred; use of aluminum would remain barred in any but industrial construction; and copper would remain barred for a long list of functional uses, including downspouts, marquees, roofing and various types of flooring, tubing, pipe and other objects.

Industry officials feel that the new orders tighten controls on theatre and other entertainment building considerably more than on other types of construction, and exhibitor leaders have been discussing a fight to get controls relaxed. NPA film chief Nathan D. Golden fought a long and unsuccessful battle within his agency to have the new controls on theatres less drastic. The copper ban is particularly strict, observers say, in view of the large amount of copper wiring needed in almost any theatre work.

Appeals for exception and adjustment will still be based on much the same hardship or "against the public interest or defense effort" standards as under the original M-4 order. Applications and communications on theatre construction will continue to be handled by NPA's construction controls division in Washington, and exhibitors in their communications should refer to NPA Order M-4A. Exhibitors applying for an adjustment or exception must fill out two basic forms—NPAF 24A and CMP-4C.

Construction of other types of buildings, such as new exchanges, would be subject to different restrictions but the effect generally would be the same; existing controls would be tightened on larger projects but relaxed on very small projects.

Officials felt there would be no problem on studio set construction under the order, since materials for that work have been allocated already under CMP.

TV's Code

(*Continued from page* 1)

promises made by Snader, looking toward the time when the code machinery would become self-supporting, had not been fulfilled.

Among the factors upsetting the NSTP undertaking was the disclosure by Joseph I. Breen, Production Code administrator, that a letter bearing his signature which had been used by Snader in paid advertising space in a manner to indicate that Breen had endorsed Mooney's appointment to the post, was a two-year old letter written for other purposes and would not have been approved for use in the present connection if permission for its publication had been sought. Thus, it might be said, television's code of ethics has floundered in part because of unethical action.

Prior to his appointment, Mooney had drafted a code, closely patterned after the film Production Code, which was adopted by NSTP after four television networks had agreed to accept its seal as tantamount to industry approval. The code itself, which has been submitted to the National Legion of Decency, the Federal Communications Commission and the Parent-Teachers Association, is not affected by Mooney's withdrawal. Further, Mooney, who tomorrow will begin writing and directing a series of 13 half-hour "Cavalcade of Jazz" television subjects for Pinnacle Films, Inc., said he would not be averse to resuming the code post when and if adequate funds are made available.

Sullivan on Jubilee

(*Continued from page* 1)

cooperation has not yet been fully formulated, he said, TOA "will stand its full share" of cost and effort. "Give us the plan and program and we will pay our share of the cost." Sullivan declared.

Sullivan remarked on the enthusiasm being expressed throughout the country by exhibitors over the jubilee. Two "miracles" resulted from the recent Hollywood seminar, Sullivan observed. "The first miracle is that it happened and the second is its success." Plans for future seminars remain to be worked out, he said.

A meeting to map plans for TOA's national convention in New York this fall will be held here today in the office of Si Fabian, circuit executive.

Lober Named

(*Continued from page* 1)

appointment of Charles Smadja as Continental Sales Manager for the company. Jointly, they will cover Europe and the Near East for UA. Smadja's post was newly-created.

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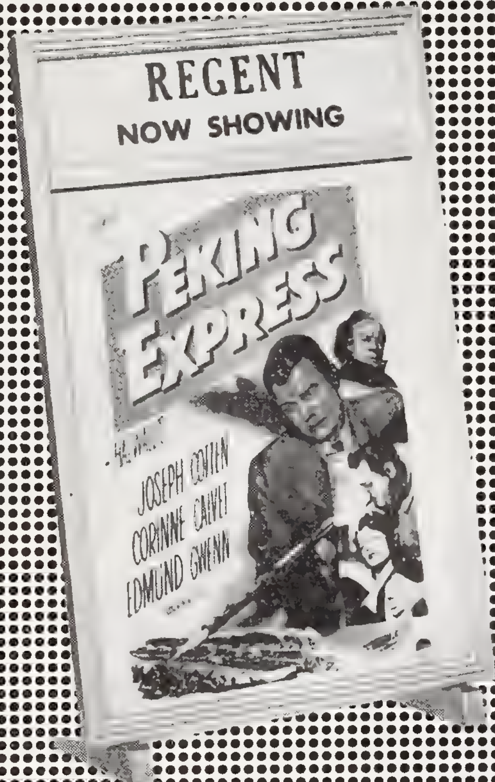

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MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 26 NEW YORK, U.S.A., TUESDAY, AUGUST 7, 1951 TEN CENTS

Columbia Sets 61 Features In New Season

102 Short Subjects, 3 Serials Also Listed

CHICAGO, Aug. 6.—Home office, studio and field delegates to Columbia's national sales convention, being held here for five days at the Drake Hotel, tomorrow will hear general sales manager A. Montague detail a 1951-52 product program consisting of 61 features, three serials, 26 two-reelers and 76 one-reelers. Generally, the total is about the same as the current 1950-51 season, except that the number of "AA" productions will be greater next season, it was announced.

A. Montague

(*Continued on page 6*)

Schmidt Tops New Press Bureau for 'Movietime U. S. A.'

Formation of an all-industry news bureau to handle news and features in connection with the "Movietime U.S.A." campaign this fall was decided upon yesterday at a meeting of publicity representatives from the various major companies at the office of the Motion Picture Association of America.

The bureau will be headed by Art Schmidt of Columbia, chairman of the

(*Continued on page 8*)

Lippert Fiscal Aid For Independents

HOLLYWOOD, Aug. 6.—Robert Lippert, through with television until and unless conditions in that field improve unpredictably, is opening the door to "package deals" on terms more favorable than obtainable elsewhere, he disclosed on his return from a European trip during which he arranged

(*Continued on page 6*)

15 Large Screen Theatre Telecasts Yearly Should Be Maximum: Ullman

Boston, Aug. 6.—Theatre telecasts should be limited to 12 or 15 a year, said Saul J. Ullman, general upstate manager of Fabian Theatres. Ullman, who supervised local arrangements for three recent fightcasts, two college basketball videocasts and a number of other events on large screen at the Palace Theatre here, said a yearly program should consist of six telecast boxing bouts. The remainder might be Broadway productions, musicals, a fashion show and other events, including sports. A veteran of 35 years in the industry, Ullman disagrees with those who maintain that the telecast of prize fights are not good family audience material. He points out that television has made many women boxing fans, although he does not claim this is true of all. He reported that a number of the feminine set were in Palace audiences for the film of the Robinson-Turpin bout. However, Ullman does not believe fightcasts appeal to children. The Palace has tried to discourage their attendance by doubling their rate for such events.

Commerce Dept. Gets Compo 'Essential' Rating Appeal

Citing wartime past performance which "no other private industry equalled" in terms of product and service, the Council of Motion Picture Organizations has filed with the Secretary of Commerce in Washington an eight-page brief appealing from the Commerce Department's action excluding the motion picture industry from the category of "essential activities." COMPO disclosed here yesterday that the brief, signed by Robert W. Coyne, the agency's special counsel, was submitted at the weekend.

"The machinery of the motion picture industry is available and ready for instant and continuing use for the country's good," the document states under a section headed "Present Preparations." The documentation of the industry's contributions to victory in World War II concludes with a quotation from a statement by President Truman in Oct., 1945: "We are aware that without the assistance of the screen we never could have presented our problems to the people as fully as

(*Continued on page 2*)

'Showboat,' 'Twist,' 'Alice,' 'My Boy' Top N. Y. Grossers

With the intensity of competition from summertime outdoor inducements offset somewhat by the seasonal influx into New York of vacationers from all parts of the country, Broadway's first-runs this week are taking in revenue that ranges from poor to excellent.

High up in the excellent category is "Show Boat," plus a stage presentation at Radio City Music Hall, where a third week's gross of $160,000 is expected in the light of $95,000 registered Thursday through Sunday night. These figures mean that "Show Boat" still is grossing better than "The Great Caruso," prior Music Hall tenant, in comparable weeks.

The initial week of "Oliver Twist"

(*Continued on page 2*)

UPT Buys Houses Of Lucas Estate

ATLANTA, Aug. 6.—The Arthur Lucas estate has sold its interest in five theatre companies which operate theatres in 12 Georgia cities. Purchaser was United-Paramount Theatres. The transfer of the Lucas interests comprising approximately one-fourth of the stock was completed in New York. Although the deal involved a considerable amount of money, no price was disclosed.

Frederick G. Storey, vice-president

(*Continued on page 6*)

Mirisch to Expand Allied Production

HOLLYWOOD, Aug. 6. — Looking ahead to production expansion, Walter Mirisch, executive producer for Monogram and Allied Artists, has commenced a thorough inventory of the companies' properties and production personnel prior to setting the 1951-52 schedule late this month. Also, Mirisch is seeking additional producing, directing and acting talent for the new season's films.

Because of the grosses from Allied

(*Continued on page 8*)

$4 Millions Eady Guaranty In U. K. Pact

Set Minimum As U. S. Share of New Tax Plan

The proposed new Anglo-American film remittance agreement offers a minimum guaranty of $4,000,000 annually as the American companies' share in the Eady Tax Plan, it was learned here yesterday.

That amount will be remittable to New York whether or not the American share in the Eady plan aggregates $4,000,000. If it exceeds that figure, the excess also will be remittable.

This provision, added to the basic $17,000,000 remittance and the estimated additional $3,000,000 from American investments in British production or purchase of British quota films, brings the probable total annual remittances under the proposed new agreement to $24,000,000, or $5,000,000 more than under the expiring agreement.

The Eady Tax Plan, which went

(*Continued on page 7*)

NEWS FLASHES

Washington, Aug. 6.-- National Production Authority film chief Nathan D. Golden said he is "still hopeful" that his agency might later relax the present tight curbs on theatre construction and alteration. Golden said NPA Administrator Manly Fleischmann has told him "we will see how things work out" and has indicated that the subject might be reconsidered later if needed.

•

Washington, Aug. 6.-- Allied States Association leaders have been asked to get members to contact their Senators in opposition to the tax bill provision exempting non-profit groups from the admission tax.

N.Y. Grosses

(*Continued from page 1*)

at the Park Avenue brought $18,000, described as the highest non-holiday week in the theatre's history. The second week began yesterday.

At the Paramount, "That's My Boy" and a stage bill headed by The Modernaires are due for a big $95,000 in a first week, while across the street at the Criterion, Walt Disney's version of "Alice in Wonderland" continues to draw strongly with $43,000 seen for the second stanza following an opening week's gross in the neighborhood of $60,000.

Lou Bunin's puppet version of "Alice in Wonderland" will wind up its second and final week at the Mayfair tomorrow with approximately $8,000 registered for the stanza. This figure compares with $11,000 for the first week. "No Questions Asked" will take over at the Mayfair Thursday.

The Bunin production will continue at the off-Broadway Trans Lux 72nd Street and Midtown, both Brandt houses, each of which are expected to gross around $4,000 in the second week.

Three holdovers are doing only modestly in their second weeks. They are "Rich, Young and Pretty" at the Capitol where $25,000 is indicated for the stanza; "Happy Go Lovely," chalking up $12,000 at the Astor, and "On Moonlight Bay," which is expected to bring $15,000 to the Warner.

Doing only fair at the Roxy is "Mr. Belvedere Rings the Bell" which, together with an ice and variety revue on stage, is due to round out its first week today with $76,000. A smart $26,000 is due for the first week of "Secret of Convict Lake" at the Globe.

At the Victoria, "Bright Victory" is headed for a near-excellent $31,000 for the first week. Second and final week of "Francis Goes to the Races" ends today with a poor $10,000 grossed at Loew's State.

"Cattle Drive" will move into the State tomorrow, at which time "Tomorrow Is Another Day" will replace "Comin' 'Round the Mountain" at the Holiday. Second and final week of the latter picture was a fair one with a gross of $7,000.

"Kind Lady" bows into the Trans Lux 52nd Street today following a run of "Circle of Danger" which was one day short of four weeks. The final six days of "Circle" tallied $3,000.

Off only slightly in its 18th week at the Bijou is "Tales of Hoffman," with $10,500 expected. "Kon-Tiki" also is holding its own at the Sutton where its 18th week brought $6,000.

Another picture that will open today is the Italian-made "Women Without Names," at the World.

Disney's 'Alice,' 'Kon Tiki' Score in Chicago Openings

CHICAGO, Aug. 6.—Walt Disney's "Alice in Wonderland" at the RKO Palace here, and "Kon-Tiki" at the Surf, both of which opened Friday, are doing business reminiscent of the "good, old days."

Personal Mention

HARRY M. POPKIN, producer, has arrived here from the Coast for conferences with United Artists executives.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here tomorrow for Vicksburg, Miss.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is expected to return to his desk next Monday after a two-month absence due to illness.

•

DAVID DIAMOND, producer, has returned to the Coast from New York.

AMERICO ABOAF, vice-president and general sales manager of Universal-International Films, is back in New York after a trip to the Continent.

•

HARRY SIMON, RKO Grand Theatre manager at Columbus, O., has returned there from a three-week Maine vacation.

•

HAROLD SALEMSON, Stanley Kramer Productions publicist, has returned here from Montreal.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, is in Chicago from New York.

Boston Launches Business Drive

BOSTON, Aug. 6.—A "Greater Movie Season" got under way here today with theatres in Boston publicizing motion pictures currently playing as well as those to be released in the near future.

The theatres are utilizing both lobbies and screens to bring the product to the attention of the public. This is the first phase in an all-out effort to bring about unity bewteen distributors and exhibitors as a forerunner to the Council of Motion Picture Organizations' drive which will get under way Sept. 30.

Charles E. Kurtzman, Loew's Northeastern division manager, stated today that business is definitely on the upswing and is 15 to 20 per cent better than last year. "The Great Caruso," which played Loew's Orpheum and State, grossed approximately $128,800 for a four-week run. "Show Boat," which will end a four-week run at the two theatres tomorrow night, will gross about $140,000.

"Alice" gave the Palace its best opening day since Washington's Birthday in 1950, when "Cinderella" bowed there, and today promises to better the first dav. RKO executives predict a gross of $35,000 to $40,000 for the week, almost triple normal business. The house is charging 50 cents for children and 98 cents for adults at all times and is opening at 7:45 A.M. to accommodate the crowds.

"Kon-Tiki" did $1,500 on its opening day, Friday, at the 675-seat Surf and, with an estimated $10,000 for the week, looks like it would break the house record of $8,500.

See $65,000 for 'Egypt'

CHICAGO, Aug. 6.—Universal-International's "Little Egypt" in Technicolor starring Mark Stevens and Rhonda Fleming, which had its world premiere at the Chicago Theatre in Chicago last Friday rolled up the biggest business over the weekend of any U-I picture to play the house, topping the record business of "Louisa" at the same house last year. On a first three-day gross of $33,000 the house appears heading for a $65,000 week.

GoldwynDepositions On Both Coasts

The taking of depositions in anti-trust actions brought by Samuel Goldwyn and the Society of Independent Motion Picture Producers were in progress yesterday on both Coasts.

In New York, James A. Mulvey, president of Samuel Goldwyn Productions, was quizzed by attorneys in connection with an $8,750,000 action brought by SIMPP against United Detroit Theatres and Cooperative Theatres of Michigan, a buying and booking organization.

In Los Angeles, Spyros P. Skouras, president of 20th Century-Fox, submitted to interrogation yesterday by Goldwyn's attorney, Joseph Alioto of San Francisco, in the producer's $6,750,000 treble damage action against the 20th-Fox theatre subsidiary, National Theatres Corp.

Skouras consistently denied knowledge of any wrongful agreements with competitors and the existence of any "hidden deals" during the all-day questioning.

The testimony delved deeply into Skouras' business activities from the time he, with his brothers, acquired the Olympia Theatre, St. Louis, on down through the subsequent sale of their 37 theatres to Warner Brothers. It also dealt with his operation of the Warner circuit, later the operation of the Paramount circuit, his presidency of National Theatres, then 20th-Fox, up to the present time. Up to a late hour the questioning, had proceeded amicably, with no cross-questioning. He was also questioned on the stockholders suit which resulted in Charles Skouras making refunds.

Both suits charge conspiracy to prevent Goldwyn and other independent producers from obtaining what they consider to be fair terms for their pictures.

'Bright Victory' Dated

Baynard Kendrick, author of the novel "Lights Out," upon which Universal-International's "Bright Victory" is based, is in Washington to aid in the advance promotion of the picture which opens for pre-release engagements at the Playhouse Theatre there on Aug. 22. The Washington engagement is the second pre-release.

'Essential'

(*Continued from page 1*)

was necessary in order to assure a united national effort. . ."

The brief, which Coyne submitted following the approval of attorneys for many of the various COMPO member organizations, acknowledges that the industry produces no war material in the accepted meaning "It fires no guns," but hastens to point out that the motion picture "is the most potent medium for informing and persuading ever devised . . . its facilities and manpower become tools of defense and tools of war and should be so regarded."

The morale value of motion pictures to soldiers as well as home front workers, the "fountainheads" which theatres have proven to be for every type of war activity and drives, the $36,874,456 collected by theatres for war and kindred purposes in recent years, and various other illustrations are given to support COMPO's argument that the industry belongs on the "essential activities" list at this time.

The industry's contributions to victory in World War II are presented statistically, as follows: Number of feature film prints donated, 43,189; number of short film prints donated, 33,217; estimated daily showings, 3,500; estimated daily attendance, 1,500,000; number of features shipped overseas, 1,041; estimated value of film gifts, based on stock costs and minimum rental value, $38,500,000; estimated total attendance, 750,000,000.

The document concludes with a recommendation that a hearing be granted representatives of the industry if, in the judgment of the Commerce Secretary, such is needed in the disposition of the appeal.

Carroll Trowbridge, U.A. Manager, Dead

SALT LAKE CITY, Aug. 6.—Carroll Shaw Trowbridge, United Artists branch manager here for the past eight years, died at his home Sunday morning of a heart ailment. A veteran showman, Trowbridge had been with UA since its founding. Previously he had been special representative for Mary Pickford and Douglas Fairbanks, Sr.

Rapf Promoted at MGM

HOLLYWOOD, Aug. 6. — Matthew Rapf, who has been assistant to producer Nicholas Nayfack at M-G-M, was appointed an associate producer by Dore Schary.

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National Pre-Selling

PARAMOUNT will give "Here Comes the Groom" one of the most unusual pre-selling campaigns. Theatre previews will be held during the week of Aug. 13 in 150 key cities, backed by a special "sneak preview" promotion program prepared under the supervision of Jerry Pickman, director of advertising, publicity and exploitation. On the day of the preview, a special 100-line ad will run in addition to usual advertising; the theatre will be supplied with special lobby displays and special invitations will be issued, up to 25 per cent of the capacity of the theatre, for audience reaction by people who work in direct contact with the public.

A special "sneak preview" trailer will be furnished, and Paramount will supply perforated cards with a detachable comment portion to be mailed directly to the home office. The "applause" section, when signed by patrons, will be sent to Bing Crosby at the studio. Two days after the preview, 200-line ads will announce the theatre playdates. Through a two-week period, the regular advertising will be underlined each day with 14 days until "Here Comes the Groom" etc. Each key-city date will be covered by a Paramount representative, either a salesman or field exploitation man.

•

Continuing the successful national magazine advertising pattern introduced on "Up Front," when for the first time theatres and date listings were featured in *Life* and the *Saturday Evening Post*, Universal International will do it again with the release of "The Golden Horde" in October. Page-and-a-half, two-color ads will appear in *Life* and *Look* magazines, with more than 300 theatres listed, with both issues due on the stands at the end of September. It is estimated that these ads will reach a total of 35,000,000 readers.

•

Six national magazines have prepared direct-mail letters promoting Walt Disney's "Alice in Wonderland." *Cosmopolitan* is mailing a letter to 5,000 exhibitors, calling their attention to the cartoon feature. A similar letter is being mailed to 2,000 exhibitors and other interested parties by *Life Magazine*. Letters are also going out from *Redbook, Colliers', Saturday Evening Post* and *Woman's Home Companion*.

•

Universal is in the midst of the most intensive promotional period in its history, with seven pictures having premieres from Coast-to-Coast in the current month. "Mark of the Renegade" opened last week in Los Angeles and "Cattle Drive" will kick off with a saturation premiere at the Paramount, Webber and Aladdin theatres in Denver. "Francis Goes to the Races" opened simultaneously at the Denver, Esquire and Tabor theatres. "Bright Victory" opened at the Victoria Theatre here. "Little Egypt" follows on Aug. 3 at the Chicago Theatre, and "Thunder on the Hill" tomorrow at the Astor Theatre in Boston. "Iron Man" will have its premiere at the Harris Theatre in Pittsburgh on Aug. 17.

Paramount's "Palace in the Sun" has been recommended for 5,500,000 members of the General Federation of Women's Clubs, in a letter sent out by Mrs. Dean Gray Edwards, chairman of motion pictures, to 303 affiliated state, county and local chairmen. The letter will be posted on club bulletin boards and reprinted in club publications. Mrs. Edward says, "It is a realistic character study which demands consummate acting, and the cast fully measures up to its requirements. It follows the book faithfully and emphasizes that character should be built upon a firm foundation of principles and right living."

•

Nationwide "On Moonlight Bay" Harmony Quartette contests, sparked by Mort Blumenstock, Warner Brothers' director of advertising and publicity, have been launched in a string of key cities, and will reach their height, via radio and disc jockey programs, through this week. Local contests tee off in each city 10 days or more ahead of theatre playdates, and the winning quartettes make stage appearances.

WALTER BROOKS

Reviews

"Pool of London"

(*Rank—Universal-International*) LL

A WELL-SUSTAINED and superbly characterized melodrama has been turned out by J. Arthur Rank in "Pool of London." The cast is not one that has marquee appeal of any weight on these shores, but the strength of the story and the level of acting easily compensate.

The story centers around a carefree merchant seaman, Bonar Colleano, who supplements his income by smuggling small parcels through Customs and delivering them to underworld contacts. Actually Colleano is unaware of the contents of the parcels. It develops that they contain dope, and in time Colleano is tailored for the delivery of even more precious parcels—diamonds. How Colleano, link by link, gets caught up in a chain of events that lead to his downfall is depicted.

The virtue of the picture is that the people and events are credible. The story tries to develop aspects of the shore life of the merchant seamen, and thus several girls are seen in slight romantic roles. Earl Cameron plays a Negro seaman and the best friend of Colleano. Since the latter has run into a little trouble with Customs men when trying to get some nylon stockings out to his girl, he decides to have Cameron carry the parcel past the Customs. Subsequently Colleano learns that the parcel contains diamonds and that a man was killed in the theft of them. Colleano is torn between running away to freedom, and preventing his friend Cameron from being innocently involved in the crime. After an attempted escape, his conscience makes him turn back and surrender to the authorities.

The screenplay, by Jack Whittingham and John Eldridge, deals peripherally with manifestations of racial prejudices. Michael Balcon produced and Basil Dearden directed.

Running time, 86 minutes. Adult audience classifications. For September release.

MANDEL HERBSTMAN

"Thunder on the Hill"

(*Universal-International*)

CONVENTIONAL melodramatic ingredients are given a unique and imaginative treatment in "Thunder on the Hill." The story has a group of people in an English valley take refuge in an isolated convent hospital following a flood.

The picture presents Claudette Colbert in an unusual role, that of a nun who is the chief of the hospital staff. Among those converging on the convent for shelter are Ann Blyth, a convicted murderess on her way to execution, accompanied by a matron and an officer. Miss Blyth had been sentenced for the murder of her brother, despite strenuous claims of innocence. She somehow convinces Miss Colbert of her innocence and this becomes the start of an elaborate series of events that finally lead to her freedom.

It is not an easy task for Miss Colbert to play sleuth, especially since she has to do so against the wishes of her Mother Superior. It becomes a slow process of gathering evidence and piecing the parts together. It develops that the murder was committed by Robert Douglas, a physician on the hospital staff, whose wife was having an affair with the victim. Philip Friend, in love with Miss Blyth, is heartened by Miss Colbert's findings to the point of playing an active role in exposing the real culprit. Good vignettes are provided by Michael Pate, a feeble-minded handyman, and Connie Gilchrist, convent cook. The picture will keep patrons absorbed.

Michael Kraike produced and Douglas Sirk directed, from a screenplay by Oscar Saul and Andrew Solt.

Running time, 84 minutes. General audience classification. For September release.

M. H.

$10-Million Suit Over Martin-Lewis Pact

LOS ANGELES, Aug. 6.—A Superior Court suit filed by Screen Associates, Inc., which backed the production of "At War With the Army," seeks $10,000,000 damages from Martin and Lewis and Wallis and Hazen, Inc., on the ground that defendants conspired to breach a contract calling for the comedians to make one picture annually for seven years. The suit also asks an injunction restraining the comedians from appearing in any form of entertainment pending satisfaction of the SA claims.

Special 'Julie' Showing

A special showing for local distributors of foreign films will be held this week for the prize-winning Swedish feature, "Miss Julie," at Loew's Preview Theatre here. B. Bernard Kreisler, executive director of the Motion Picture Association of America's advisory unit for foreign films, announced. The MPAA unit is sponsoring the screening.

U-I to Do 2-Reel U.S. Training Films

Hollywood, Aug. 6. — Universal-International has obtained a Defense Department order for the production of two-reel training films reportedly the first such order awarded to a major studio. The studio will fit the work into its schedule so as to utilize crews during lulls.

MPEA Meets Today On New U. K. Pact

The board of directors of the Motion Picture Export Association, comprising member company presidents, will meet here this morning to hear details of the proposed new remittance agreement with Britain. Another meeting will be held here later in the week to formally ratify the pact.

James A. Mulvey, representative of the Society of Independent Motion Picture Producers at the recent negotiations of the agreement in London, has been invited to attend the MPEA meeting by Joyce O'Hara, MPA vice-president, and one of the latter's negotiators in the London meetings.

Mulvey, O'Hara Return

Both Mulvey and O'Hara returned from London by plane over the weekend. They said they would recommend acceptance of the new proposals to their respective organizations. A meeting of the SIMPP board is being arranged to act on the proposals, and one will be held probably within the next 10 days, Mulvey said.

Mulvey and O'Hara said they believe the new provisions constitute a good deal—"certainly the very best we can do at this time."

AFL Directors Guild, WBKB in Agreement

CHICAGO, Aug. 6.—The Radio and Television Directors Guild, affiliated with the AFL, came to its first agreement with a television station (WBKB) here today, subject to the approval by the members of the guild local and the board of directors of Balaban and Katz, who own and operate WBKB.

The proposed contract calls for $95.00 weekly base pay for floor managers and directors, plus a fee to the director of every show. The negotiations were carried on by Harry Fishburn, president of the Chicago chapter of the guild and attorney Sanford I. Wolff, representing the union; and John Mitchell, general manager of WBKB, and Red Quinlan, program director representing the station.

Expects Nationwide Video by Sept. 30

The transmission of television programs between New York and the Pacific Coast by the use of microwave radio-relay facilities are expected to be available on Sept. 30, according to the American Telephone and Telegraph Co.

The New York to San Francisco chain will be made up of 107 relay towers, each succeeding one spaced about 30 miles apart, it was said.

PARAMOUNT'S MORE, BETTER, BIGGER PICTURES ARE GETTING THE BOXOFFICE RESULTS!

DATE	TITLE
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR
	BILLY WILDER'S **Ace In The Hole**
AUGUST	HAL WALLIS' **Peking Express**
	HAL WALLIS' **That's My Boy**
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**
	GEORGE STEVENS' **A Place In The Sun**
	PERLBERG AND SEATON'S **Rhubarb**
OCTOBER	PINE and THOMAS **Crosswinds** COLOR BY TECHNICOLOR
	Darling, How Could You!
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR TECHN
	Submarine Command
	WILLIAM WYLER'S **Detective Story**
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAS

Just ninety days ago, we gave you Paramount's answer to demands from the public and exhibitors that Hollywood deliver more product with bigger selling values than ever before. Today a third of the 15 standout attractions we announced for release before the end of '51, are playing—all of them with standout results.

For showmen who haven't yet cashed in on them, Paramount can now make available big-performing PASSAGE WEST—ACE IN THE HOLE—PEKING EXPRESS—THAT'S MY BOY—WARPATH.

Now, take a minute to review the selling strength in the three terrific pictures Paramount has in September. Examine in detail the ones for October, highlighted in this ad. Look at our hit-security for those important holiday months of November and December. Then put Paramount's product-power to work for you!

;T

PAYNE DENNIS O'KEEFE
ARLEEN WHELAN

DOUGLAS JAN STERLING

COTTEN CORINNE CALVET
EDMUND GWENN

MARTIN JERRY LEWIS

ND O'BRIEN DEAN JAGGER
ST TUCKER HARRY CAREY, Jr.

CROSBY JANE WYMAN
:HOT TONE ALEXIS SMITH

GOMERY CLIFT ELIZABETH TAYLOR
SHELLEY WINTERS

LLAND JAN STERLING

'AYNE RHONDA FLEMING
FORREST TUCKER

ONTAINE JOHN LUND
MONA FREEMAN

ducer of "Destination Moon" has made this
d startling interplanetary adventure . . . .

AM HOLDEN NANCY OLSON
WILLIAM BENDIX

DOUGLAS ELEANOR PARKER
AM BENDIX CATHY O'DONNELL

D REAGAN RHONDA FLEMING

HOPE HEDY LAMARR

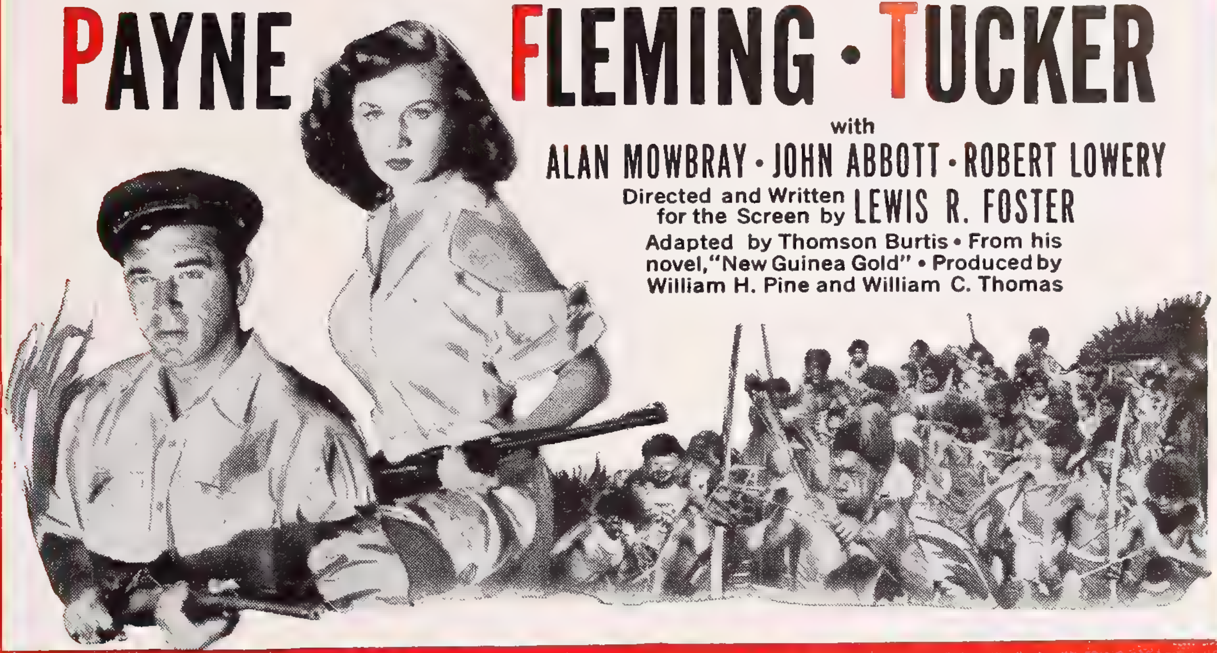
Desperate men brave the terrors of
the South Pacific jungle for gold!

CROSSWINDS

Color by TECHNICOLOR

starring

JOHN PAYNE **RHONDA FLEMING** · **FORREST TUCKER**



with
ALAN MOWBRAY · JOHN ABBOTT · ROBERT LOWERY
Directed and Written for the Screen by LEWIS R. FOSTER
Adapted by Thomson Burtis • From his novel, "New Guinea Gold" • Produced by William H. Pine and William C. Thomas

HERE'S OCTOBER'S HARVEST OF PARAMOUNT PROFITS:

There's boxoffice fun in the midnight affair that shook
Washington Square with laughter!

Darling, How Could You!

starring

JOAN FONTAINE · JOHN LUND

MONA FREEMAN · PETER HANSON

Produced by HARRY TUGEND
Directed by
MITCHELL LEISEN

A MITCHELL
LEISEN
PRODUCTION

Screenplay by Dodie Smith and Lesser Samuels • From the play, ALICE-SIT-BY-THE-FIRE, by James M. Barrie

PLAY
PARAMOUNT NEWS
—it's the program builde
that guarantees the
"best show in town"!

Lippert

(*Continued from page* 1)

for American distribution of 12 foreign-made features in the next 18 months.

Lippert said he will invite writer-director, director-player, and other type combinations, to distribute through Lippert Productions at 30 per cent distribution fee, with films to be produced either by him or by them. Moreover, he will aid independent producers in obtaining bank financing. He conferred with New York banking concerns in this connection last week-end on his arrival from Europe.

Decision to withdraw completely from the television field, he said, followed experience with "Pier 23" and other dual-purpose features he made for initial exhibition in theatres and subsequent televising. Exhibitors resisted the proposition, he said, and the potential from television dwindled to a point, due to the necessity of splitting grosses with the American Federation of Musicians and certain other similar splits later on, where the return was negligible.

On the other hand, he said, "deals now offered package-makers by us and major companies have become so drastic that many properties which could brighten the box-office picture are lying dormant." Lippert said he now is in a position to handle such properties on a wide variety of more favorable deals.

Foreign-made pictures to be distributed here by Lippert include nine to be made by James Carreras, two others to be filmed in Italy and one in France, with Lippert furnishing some American players in each case.

Expansion of his distribution activity does not signify any reduction in his own production activity, Lippert said.

UPT-Lucas Deal

(*Continued from page* 1)

of Georgia Theatres, Inc., and one of the trustees, conducted the negotiations for the sellers. Other trustees are Mrs. Arthur Lucas, and the First National Bank of Atlanta.

The companies involved are Georgia Theatres, Savannah Theatres Co., Augusta Amusements, Inc., Public-Lucas Theatres, Inc., and United Enterprises. They operate theatres in Augusta, Macon, Columbus, Athens, Brunswick, Elberton, Buford, Gainesville, Waycross, Barnesville, St. Simons and Moultrie.

A spokesman for the trustees said that the sale would not effect suburban theatres in Atlanta which are owned by Lucas and Jenkins. This company operates several community theatres in this area and is owned by the estate of the late Arthur Lucas and William K. Jenkins.

Singles Replace Doubles

TORONTO, Aug. 6.—With the current week, Famous Players Canadian Corp. adopted a new policy involving three of its main theatres in Toronto. The day-and-date booking team of the Victoria and Eglinton theatres was dissolved after many months, with a single feature replacing the double bills at both houses. The Eglinton in the North End was teamed with the downtown Shea's Theatre commencing with the showing of "On Moonlight Bay," while "Fabiola" opened at the Victoria for its first downtown engagement.

61 Features from Columbia

(*Continued from page* 1)

Highlighting the program will be "Boots Malone," a Sidney Buchman Enterprise; "Death of A Salesman," A Stanley Kramer production; "The Four Poster," a Kramer production; "From Here To Eternity," adaptation of James Jones' novel; a Rita Hayworth production, presenting the star in her first film in three years; a new Judy Holliday comedy, tentatively titled "The Marrying Kind"; "My Six Convicts," a Kramer production; "Saturday's Hero," a Buchman production; "Ten Tall Men," a Norma production (Burt Lancaster-Harold Hecht), and "Walk East on Beacon," a Louis deRochemont production.

Color will play an important role in the coming year's program, with 16 of the top films scheduled to be presented in color, 10 in Technicolor and six in SuperCinecolor. This marks an increase of six color productions over the 10 released by the company during the present season.

The full program to be presented at the convention consists of 45 five features, six Gene Autry's, two "Jungle Jim's" and eight Westerns.

Following are the films which will be announced at the Columbia convention tomorrow by Montague:

BOOTS MALONE, starring William Holden. William Dieterle directing and Milton Holmes producing for Sidney Buchman productions.

DEATH OF A SALESMAN, Stanley Kramer's production of the Pulitzer Prizewinner. Fredric March will star. Edward and Edna Anhalt are associate producers. Laslo Benedek will direct.

THE FAMILY SECRET, starring John Derek, Lee J. Cobb and Jody Lawrance star. Robert Lord will produce and Henry Levin will direct the Santana production.

THE 5000 FINGERS OF DR. T. Ted Geisel (Dr. Seuss) will write the screenplay for the Stanley Kramer production and Roy Rowland will direct.

THE FOUR POSTER, Stanley Kramer's production of the Jan de Hartog play which will star Rex Harrison and Lilli Palmer. Irving Reis will direct.

FROM HERE TO ETERNITY, adaptation of James Jones' novel.

THE HAPPY TIME, Stanley Kramer's production of the Broadway play, with Charles Boyer.

THE HARLEM GLOBETROTTERS, starring the world's greatest basketball team and featuring Thomas Gomez, Dorothy Dandridge and Bill Walker. Buddy Adler produced and Phil Brown directed.

A new Rita Hayworth production, presenting the star in her first film in three years.

A new comedy (tentatively titled THE MARRYING KIND, starring Judy Holliday and written by Garson Kanin and Ruth Gordon, directed by George Cukor. Bert Granet will produce.

THE MAGIC FACE, Luther Adler and Patricia Knight star. The film was produced and written by Mort Briskin and Robert Smith. Frank Tuttle directed.

THE MAN IN THE SADDLE, in Technicolor, starring Randolph Scott. The Scott-Brown production was produced by Harry Joe Brown and directed by Andre de Toth.

MASK OF THE AVENGER, in Technicolor, starring John Derek. Hunt Stromberg produced and Phil Karlson directed.

THE MOB, starring Broderick Crawford. Jerry Bresler produced and Robert Parrish directed.

THE MOTHER, Loretta Young will star. Buddy Adler will produce and Rudolph Mate direct.

MY SIX CONVICTS, Stanley Kramer's production of Donald Wilson's book. John Beal, Millard Mitchell and Gilbert Roland head the cast. Edward and Edna Anhalt be associate producers and Hugo Fregonese will direct.

SATURDAY'S HERO, based on Millard Lampell's Cosmopolitan serial novel, "The Hero," John Derek and Donna Reed star. Buddy Adler produced and David Miller directed this Sidney Buchman production.

SCANDAL SHEET, starring John Derek, Donna Reed and Broderick Crawford. Edward Small produced and Phil Karlson directed.

SIROCCO, Humphrey Bogart starrer. The Santana production co-stars Marta Toren and Lee J. Cobb. Robert Lord produced, Curtis Bernhardt directed.

THE SNIPER, a Stanley Kramer production directed by Edward Dmytryk, with Edward and Edna Anhalt as associate producers.

SUNNY SIDE OF THE STREET, a SupercineColor musical featuring Frankie Laine, Billy Daniels, Terry Moore, Jerome Courtland, Toni Arden, Audrey Long, Dick Wesson and Lynn Bari. Jonie Taps produced and Richard Quine directed.

TEN TALL MEN, starring Burt Lancaster, Harold Hecht produced and Willis Goldbeck directed the Norma production.

TRIAL BY TERROR, based on Paul Gallico's *Saturday Evening Post* serial. Sam Marx will produce.

WALK EAST ON BEACON, a Louis deRochemont production based on J. Edgar Hoover's revelations of Communist espionage. Al Werker "Lost Boundaries" will direct.

THE WHISTLE AT EATON FALLS. The Louis deRochemont production stars Lloyd Bridges and Dorothy Gish. Robert Siodmak directed.

HURRICANE ISLAND, starring Jon Hall, in SupercineColor. Sam Katzman produced and Lew Landers directed.

THE MAGIC CARPET, SupercineColor fantasy of 1001 NIGHTS, starring Lucille Ball and John Agar. Sam Katzman produced and Lew Landers directed.

THE BAREFOOT MAILMAN, Theodore Pratt's novel. Robert Cummings, Terry Moore and Jerome Courtland star in the SupercineColor production. Robert Cohn produced and Earl McEvoy directed.

INDIAN UPRISING, an Edward Small production in SupercineColor, starring George Montgomery. Bernard Small will produce and Ray Nazarro direct.

MONTANA TERRITORY, in Technicolor. Colbert Clark will produce and Ray Nazarro direct.

SOUND OFF, musical in SupercineColor, starring Mickey Rooney, Jonie. Taps will produce and Richard Quine direct.

A new Captain Blood picture in Technicolor, starring Louis Hayward and Patricia Medina. Harry Joe Brown will produce.

CALIFORNIA CONQUEST, in Technicolor, starring Cornel Wilde and Teresa Wright. Sam Katzman produced and Lew Landers directed.

CRIPPLE CREEK, SupercineColor, starring George Montgomery. The Edward Small production will be directed by Ray Nazarro and produced by Mr. Small.

THE BRIGAND, Technicolor Edward Small production, starring Anthony Dexter, Edward Small will produce and Phil Karlson direct.

THIEF OF DAMASCUS, Technicolor, starring Paul Henreid. Sam Katzman will produce and Will Jason direct.

BRAVE WARRIOR, Technicolor Jon Hall and Frances Langford star. Sam Katzman will produce and Lew Landers direct.

PICKUP, starring Beverly Michaels, Hugo Haas, Allan Nixon and Howland Chamberlin. Hugo Haas was producer-director with Edgar E. Walden as associate producer.

THE LADY AND THE BANDIT, starring Louis Hayward. Harry Joe Brown produced and Ralph Murphy directed.

THE SON OF DR. JEKYLL, Louis Hayward, Jody Lawrance and Alexander Knox star. Seymour Friedman directed.

CRIMINAL LAWYER, Pat O'Brien and Jane Wyatt starred. Rudolph C. Flothow produced and Seymour Friedman directed.

SMALL WONDER, (tentative title), Robert Cummings and Barbara Hale star. Harold Hecht produced and Frank Tashlin directed the Norma production.

THE GOLDEN HAWK, Technicolor adaptation of Frank Yerby's novel, which Sam Katzman will produce.

PURPLE HEART DIARY, based on the columns by Frances Langford syndicated in Hearst newspapers. Miss Langford will star. Sam Katzman will produce and Richard Quine direct.

HAREM GIRL, Joan Davis in a comedy which Wallace MacDonald will produce.

The six Gene Autry productions, starring the greatest cowboy and his horse, Champion are: APACHE COUNTRY, BLUE CANADIAN ROCKIES, NIGHT STAGE TO GALVESTON, BARBED WIRE, WAGON TEAM and THE OLD WEST, all to be produced by Armand Schaefer.

The JUNGLE JIM series will again have Johnny Weissmuller in the title role. Both, JUNGLE JIM IN THE FORBIDDEN LAND and JUNGLE MANHUNT, will be produced by Sam Katzman.

The program eight Westerns starring Charles Starrett and Smiley Burnette. They are: THE KID FROM BROKEN GUN, THE HAWK OF WILD RIVER, SMOKY CANYON, PECOS RIVER, LARAMIE MOUNTAINS, JUNCTION CITY, THE ROUGH, TOUGH WEST and THE KID FROM AMARILLO.

The serials are: "Captain Video," including what is believed to be the first color footage ever inserted in a serial; "Black Hawk," and "King of the Congo," a jungle film.

The complete two-reel program will consist of eight three Stooges, six All-Star comedies and six assorted comedies, 6 Comedy Favorites.

The 76 single reelers will include: 1 Technicolor cartoons from United Productions of America, five in the "Mr. Magee" series, five in the "Jolly Francis" series; 12 Color Favorites cartoons, six Candid Microphones featuring Allen Funt, 12 World of Sports with Bill Stern as commentator, 12 Screen Snapshots, eight i the Cavalcade of Broadway series, eigh Film Novelties, eight Variety Favorite and six Musical Masterpieces.

NEWS in Brief . . .

TORONTO, Aug. 6.—James Fox has resigned from the Canadian Odeon Organization to go over to the independently-owned Centre Theatre at Peterboro, Ont. Fox had been manager of the Rexy at Ottawa. A change has also come in Famous Players' personnel in the resignation of William A. Cullum to go into the insurance business. For a long time he has been at the Capitol Theatre, Ottawa.

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SALT LAKE CITY, Aug. 6. — The Gem Theatre, a subsequent run house in downtown Salt Lake City, has been sold by W. E. Shippley of Los Angeles to Consolidated Theatres of Utah for $100,000. Mel Smart, manager of Consolidated, said that Bob Brady would continue as manager of the Gem.

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PHILADELPHIA, Aug. 6.—RKO Pictures will have three releases playing simultaneously here on the Labor Day weekend. Walt Disney's "Alice in Wonderland," will be at the Boyd; Howard Hughes' "Flying Leathernecks," at the Randolph; and "His Kind of Woman" a John Farrow production, will be in its world premiere engagement at the Goldman.

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Stanley Kramer's "Champion" has been chosen as "The Best Motion Picture of 1950" by the Argentine Association of Film Critics, it was announced here by United Artists vice-president Max E. Youngman. Presented at an Argentine film industry banquet in Buenos Aires, the award was accepted by Sam Bekeris, UA representative there.

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CHARLOTTE, Aug. 6.—In a transaction involving about $100,000, the Manor and the Visulite theatres here changed hands, with Stelling Theatres becoming the new owners. The Manor was bought from Park Place Theatres, Inc., and the Visulite from the Elizabeth Theatre Corp. Stelling will take over the properties on Aug. 12.

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SAN FRANCISCO, Aug. 6. — Robert Goodfried, former United Artists Coast representative, has rejoined Sherrill Corwin's circuit as advertising-publicity director. He is here from his Los Angeles offices until Aug. 13, acting as North Coast Theatres district manager during the vacation of Graham Kislingbury.

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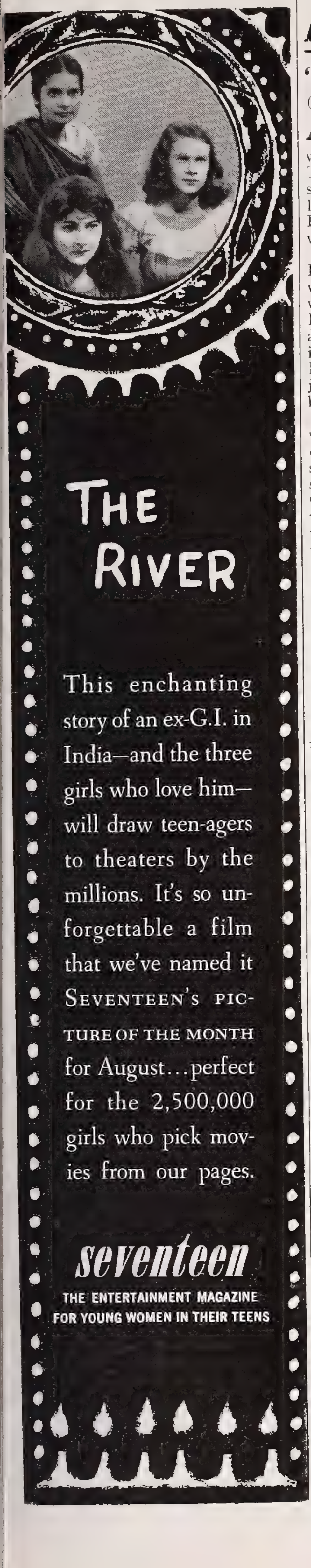
Alex Rosenman, executive vice-president and general manager of Official Films, distributors of films for television, has withdrawn from active participation in the company but will continue to serve in an advisory capacity. Rosenman was formerly vice-president of station WCAU, Philadelphia.



THE RIVER

This enchanting story of an ex-G.I. in India—and the three girls who love him—will draw teen-agers to theaters by the millions. It's so unforgettable a film that we've named it SEVENTEEN'S PICTURE OF THE MONTH for August...perfect for the 2,500,000 girls who pick movies from our pages.

seventeen
THE ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS

Review

"The Strip"

(Metro-Goldwyn-Mayer)

A STRAIGHT crime thriller has been placed against the background of Hollywood's fabulous nightclub district, "The Strip," and embellished with "name" musicians and entertainers in this Joe Pasternak production. The film that emerges under the direction of Leslie Kardos provides highly satisfactory entertainment that should especially appeal to "Dixieland Jazz" lovers, followers of Vic Damone and Monica Lewis, and of course, to Mickey Rooney's legion of fans. It's a good bet for exhibitors looking for product with varied appeal.

The story, written by Allen Rivkin and developed by flashback, has Rooney, a veteran of Korea, heading for Hollywood and a job as a drummer when his jalopy, his drums and his plans are upset through an accident with a car driven by James Craig, a Los Angeles mobster. He gives Rooney a job in a bookmaking place at twice the wages he could earn as a musician. Rooney is living high when he, fleeing from a police raid, jumps into a car driven by Sally Forrest, cigarette girl and dancer at William Demarest's place on "The Strip." Mickey gives up bookmaking to take a job there on the drums with a marvelous collection of "Dixieland" greats, headed by Louis Armstrong.

Miss Forrest, however, has no time for romance unless it is connected with getting into a film studio. Rooney introduces her to Craig on the chance that the mobster might have studio connections. Of course Craig is soon squiring Miss Forrest. Mickey follows them on a tour of the night spots, which gives the audience a chance to vary its musical diet with Cuban and gypsy rhythms. It is here that Miss Lewis and Damone show their wares. Mickey's shadowing annoys Craig, who orders him to leave town and sends a pair of thugs to back up his threats. Miss Forrest goes to Craig to remonstrate and in a fracas Craig is killed and she is wounded. Picked up for questioning, Rooney confesses in order to save Miss Forrest, but she tells the truth before she dies.

While the plot is developed satisfactorily, the main emphasis is placed on the music, especially that which is served up by Armstrong and his colleagues. Georgie Stoll is to be congratulated for his musical direction. Demarest is excellent in a change-of-pace characterization as an old showman, and Kay Brown is a cute youngster who presumably may assuage Rooney's grief over the death of Miss Forrest. Others in the cast are Tommy Rettig, Tom Powers, Jonathan Cott, Tommy Farrell, Myrna Dell and Jacqueline Fontaine.

Running time, 85 minutes. General audience classification. Release date, Aug. 31.

$4 Millions in Eady Guaranty

(Continued from page 1)

into effect in Britain last week authorizes certain admission price increases at British theatres. Based on normal theatre attendance there, it is estimated that the plan will provide an additional £14,000,000 ($39,200,000) in receipts and taxes. The British government will receive half of that amount, the other half being divided equally among producers-distributors, on the one hand, and exhibitors on the other. The American companies' share of the producer-distributor fund would normally average around £1,200,000 ($3,360,000), it is estimated. The new agreement, however, would guarantee the American companies the $4,000,000 minimum, which will be convertible, and protects them in the event an increase in attendance in Britain sends their share above that figure, by making the excess convertible also.

The $4,000,000 guaranty is a clear gain over the present agreement which includes no such provision. The $3,000,000 additional remittance for investments in British production represents an increase of $1,000,000 over the amount estimated to be remittable this year. The present agreement permits convertibility of 23 per cent of the British product investment, whereas the new one would increase that to 33 1/3 per cent.

The American companies accept no obligation to produce in England. It is purely an incentive measure designed to encourage American production in Britain and investment in British quota films. To realize the additional million under the provision, American investments in British production next year would have to equal such investments made this year. If they should exceed them, an additional amount would be convertible.

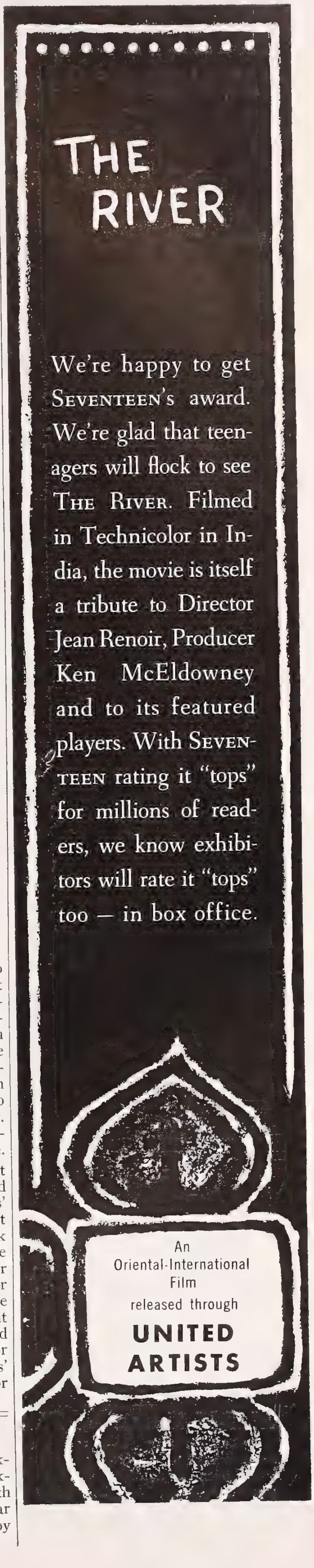
No change was made in the present agreement's schedule of permitted uses for the American companies' blocked sterling, nor was that at issue. The American negotiators took the position that they can continue to go to the control committee for authorizations on new proposals for permitted uses, as has been the case heretofore. Moreover, the present schedule of permitted uses proved adequate during the past year for working out all of the companies' blocked sterling in one way or another.

Lippert Gets Option

ST. LOUIS, Aug. 6.—Screen Guild Productions has given Lippert Films an option on its territorial franchise rights effective on or after Jan. 1, 1952. If Lippert decides to buy, it will open an office here at that time.

Craft Earnings Rise

HOLLYWOOD, Aug. 6.—Craft workers in studios averaged $104.79 weekly during June, which compares with $103.72 in May, and $102.62 a year ago. These figures were arrived at by a recently concluded study.



THE RIVER

We're happy to get SEVENTEEN'S award. We're glad that teen-agers will flock to see THE RIVER. Filmed in Technicolor in India, the movie is itself a tribute to Director Jean Renoir, Producer Ken McEldowney and to its featured players. With SEVENTEEN rating it "tops" for millions of readers, we know exhibitors will rate it "tops" too — in box office.

An Oriental-International Film released through UNITED ARTISTS

2,000 at Dallas Meeting to Map 'Movietime' Plans

DALLAS, Aug. 6.—More than 2,000 persons attended a kick-off meeting in the Majestic Theatre this morning to plan "Movietime in Texas" in the national COMPO campaign aimed at exhibitors. The campaign will break publicly on Sept. 20. Preparatory meetings will be held throughout Texas before then.

Dallas film exchanges were closed for the two-hour meeting and theatre owners and managers from the Dallas area, plus those from other Texas and Oklahoma cities attended with employees and family members. Enthusiasm marked the meeting. R. J. O'Donnell called it an "inspiring event."

O'Donnell said: "This is not an apology campaign for motion pictures. We don't have to apologize. This is a campaign to alert showmen."

H. A. Cole of Allied Theatres of Texas and co-chairman with O'Donnell for Texas COMPO, said: "The campaign will result in many, many dollars at the box-office, but a far bigger thing is to awaken showmanship in exhibitors. Cole called for "optimism about motion pictures," "public relations" on exhibitors like greeting customers.

William McCraw, executive director of Variety Clubs International and former Texas Attorney-General, hailed the campaign as "a great crusade." He exhorted exhibitors to rebuff "carping critics and defamers of movies." The Rev. Wililam Alexander of Oklahoma City, who is a small theatre owner as well as a minister, brought a standing ovation for a stirring address.

Paul Short, Dallas division manager of National Screen Service, presided.

An Oklahoma group included Morris Lowenstein, Claude Motley, J. C. Hunter and Buck Weaver.

Mirisch to Expand

(*Continued from page* 1)

Artists' "I Was an American Spy," "Short Grass" and "Southside 1-1000" and the anticipated business to be done by "Disc Jockey" and "The Highwayman," produced for Allied Artists, more emphasis during the coming season will be placed on films which will bear the AA label, Mirisch said. The number of color films also will be increased by each company, he added.

AA Combines with UA Sales on Two

HOLLYWOOD, Aug. 6.—Allied Artists vice-president Morey R. Goldstein has instructed all AA sales personnel to cooperate fully with United Artists branches in connection with the reissue combination of "The Babe Ruth Story" and "The Jackie Robinson Story."

The companies will split film rentals, with each distributing company making its own contracts.

M-G-M Transfers Three

ATLANTA, Aug. 6.—From the Atlanta branch of M-G-M the following have been transferred to the Jacksonville branch: Bob Cats, office manager and head booker; Ed Mathews, booker, and Dot Matthews, contract department.

Schmidt Tops Bureau

(*Continued from page* 1)

drive's publicity committee in the East, who presided at the meeting. It will be responsible for the writing and placement of news and feature stories in magazines, newspapers and over radio and television.

Schmidt also made the following assignments of specific publicity duties:

National news weekly magazines and newspaper supplements, John Joseph of M-G-M; general magazines, Phillip Gerard of Universal; fan magazines, Don Prince of RKO; radio and television publicity, Mort Nathanson, Paramount; news syndicates, Larry Golob, Warner Brothers; columns, Al Tamarin, United Artists; trade press, Hortense Schorr of Columbia; out-of-town publicity service, Sterling Silliphant of 20th Century-Fox; financial press, J. Raymond Bell, of Columbia; house organs and business trade publications, Al Corwin, MPAA.

Serving on the general publicity committee with Schmidt are Madeleine White, Monogram and Steve Edwards, Republic.

Attending the meeting also was Barret McCormick, chairman of the campaign's press book committee, who explained the publicity needs for his work. He announced that Jonas Arnold has been engaged as press book editor with George Fraser as his assistant.

Charles E. McCarthy, coordinator of publicity, advertising and exploitation for the drive, also attended the meeting.

O'Donnell Starting 'Movietime' Rolling

Robert J. O'Donnell, national director of the industry's "Movietime, U.S.A." business campaign will arrive here tomorrow from Dallas to set up headquarters in the Council of Motion Picture Organizations' offices.

O'Donnell will hold a trade press interview tomorrow afternoon and, on Friday, he and trade press representatives will be the guests of Ned E. Depinet, COMPO president, and Arthur Mayer, executive vice-president, at a luncheon at the Astor when additional plans for the October-November jubilee will be related.

O'Donnell yesterday helped launch the "Movietime in Texas" campaign plans at a regional industry meeting in Dallas. He and H. A. Cole are co-chairmen of the Texas campaign.

"Movietime" Chairmen Are Named for Boston Area

BOSTON, Aug. 6.—Samuel Pinanski, president of the American Theatres Corp., Nathan Yamins, president of Yamins Theatres of Fall River, Martin J. Mullin, president of New England Theatres, and Edward X. Callahan, Atlantic division manager for 20th Century-Fox, have been asked in a wire sent to them late today by Bob O'Donnell, national chairman of the forthcoming Jubilee drive, to serve as co-chairmen for the Boston exchange area, which consists of Maine, New Hampshire, Vermont, Massachusetts and Rhode Island.

They, in turn, have notified O'Donnell of their acceptance.

The drive in the Boston exchange area will be called "Movietime, New England, U. S. A."

Coast Meet Doubles Number on Tour

HOLLYWOOD, Aug. 6.—Industry leaders meeting with "Movietime USA" Hollywood chairman Samuel J. Briskin today doubled the number of film personalities scheduled to tour the country the first week in October.

Plans, which originally called for 100 players, producers, directors and others, to tour the nation at the beginning of the campaign, were expanded to provide 200 after today's meeting at the Beverly Hills Hotel, where an address by national campaign director Bob O'Donnell was piped in from Dallas.

Briskin, reminding his listeners that they had amassed support for charitable, patriotic and other drives successfully before, but never previously in their own interest, declared they now, by close cooperation, have it in their power to restore motion pictures to "its rightful place" on the newspaper front pages as the nation's number one entertainment medium.

Briskin appointed Lou Smith, chairman of the studio publicity directors committee, to handle the Hollywood end of the jubilee promotion in cooperation with Council of Motion Picure Organizations executives in the east.

Rosenwald, Connolly, Taylor Aid Drive

BOSTON, Aug. 6.—Ben Rosenwald, Boston branch manager for Metro-Goldwyn-Mayer, has been named chairman of the motion picture division for the forthcoming Greater Boston Community Fund drive. Assisting Rosenwald as vice-chairmen will be James M. Connolly, branch manager for 20th-Fox, and Hatton Taylor, branch manager for RKO Pictures. Both Connolly and Taylor served as chairmen of the motion picture division in previous Community Fund drives.

Barnett, Doolittle, Groody in New Posts

Joseph Barnett, Hardy Doolittle and William Groody have joined Vidicam Pictures, it was disclosed here by Edward Carroll, vice-president and general manager of the company.

Barnett and Groody were both with Jerry Fairbanks Productions, while Doolittle was with the Grant Advertising Agency in Chicago. All have joined Vidicam's sales department, the latter as sales promotion director.

Cathedral Offers 40

HOLLYWOOD, Aug. 6. — Cathedral films has offered 40 films, originally produced for both church and theatre exhibition, to television at $12,500 each for first-run.

The company has announced it will begin production on 12 half-hour television films, on religious subjects, this month.

Harry Browning, director of the public relations for the New England Theatres, has been appointed by the committee to serve as the over-all publicity chairman. A group meeting is contemplated in Boston in the near future.

Mexican Pay Rise Talks Stalemated On Inflation Issue

MEXICO CITY, Aug. 6. — Negotiations on secondary film players' demands upon producers for pay hikes of 30 per cent to 90 per cent has developed an impasse in talks between the National Actors Union and the Mexican Motion Picture Producers Association. The secondary players number 4,000.

The union complains their average daily wage is 56 cents, but as they must provide their own costumes for all but costume productions, they only really average 35 cents a day. The union demands a $20 31 daily minimum for these players and promises that they will work harder. The Union rejected the producers $14.10-a-day offer, saying that that wage is unimportant as living costs continue soaring in Mexico.

Wisconsin Building Code for Drive-ins

MILWAUKEE, Aug. 6.—A new state building code as proposed by the Building Code Advisory Committee of the Wisconsin Industrial Commission has been drawn up for outdoor theatres. Allied Independent Theatre Owners of Wisconsin helped with the proposals which cover complete construction of a drive-in and also the layout of it. The requirements apply to outdoor theatres now in existence and to outdoor theatres hereafter constructed.

To Further Plans For Allied Meet

WASHINGTON, Aug. 6. — Allied States Association's convention committee will meet in Chicago Thursday to work up further plans for this fall's New York convention, according to General Counsel Abram F. Myers.

Anniversary for Clark and Smith

Duke Clark and George A. Smith—Western and South Central Paramount division managers respectively—are celebrating their 30th anniversary with the company this year. They have served continuously.

52 Old Films to TV

HOLLYWOOD, Aug. 6.—KLAC-TV acquired the Los Angeles territory television rights to 52 old features, from quality films, for $302,000. The rights are exclusive for a year.

The films, produced by David Loew, Harry Popkin, Charles Rogers, and others, were obtained by Quality Films from banking houses.

Fabian Aids UJA

CHICAGO, Aug. 6. — Si Fabian, East Coast circuit executive, is scheduled to be the main speaker at the amusements division dinner of the combined Jewish Appeal, to be held at the Standard Club here the evening of Aug. 14. A report luncheon, presided over by co-chairmen Louis Lindenthal and Arthur Schoenstadt, was held recently and indications are that the dinner will attract the biggest turnout in its history.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 26 NEW YORK, U. S. A., TUESDAY, AUGUST 7, 1951 TEN CENTS

Columbia Sets 61 Features In New Season

102 Short Subjects, 3 Serials Also Listed

CHICAGO, Aug. 6.—Home office, studio and field delegates to Columbia's national sales convention, being held here for five days at the Drake Hotel, tomorrow will hear general sales manager A. Montague detail a 1951-52 product program consisting of 61 features, three serials, 26 two-reelers and 76 one-reelers. Generally, the total is about the same as the current 1950-51 season, except that the number of "AA" productions will be greater next season, it was announced.

A. Montague

(*Continued on page 6*)

Schmidt Tops New Press Bureau for 'Movietime U. S. A.'

Formation of an all-industry news bureau to handle news and features in connection with the "Movietime U.S.A." campaign this fall was decided upon yesterday at a meeting of publicity representatives from the various major companies at the office of the Motion Picture Association of America.

The bureau will be headed by Art Schmidt of Columbia, chairman of the

(*Continued on page 8*)

Lippert Fiscal Aid For Independents

HOLLYWOOD, Aug. 6.—Robert Lippert, through with television until and unless conditions in that field improve unpredictably, is opening the door to "package deals" on terms more favorable than obtainable elsewhere, he disclosed on his return from a European trip during which he arranged

(*Continued on page 6*)

15 Large Screen Theatre Telecasts Yearly Should Be Maximum: Ullman

Boston, Aug. 6.—Theatre telecasts should be limited to 12 or 15 a year, said Saul J. Ullman, general upstate manager of Fabian Theatres. Ullman, who supervised local arrangements for three recent fightcasts, two college basketball videocasts and a number of other events on large screen at the Palace Theatre here, said a yearly program should consist of six telecast boxing bouts. The remainder might be Broadway productions, musicals, a fashion show and other events, including sports. A veteran of 35 years in the industry, Ullman disagrees with those who maintain that the telecast of prize fights are not good family audience material. He points out that television has made many women boxing fans, although he does not claim this is true of all. He reported that a number of the feminine set were in Palace audiences for the film of the Robinson-Turpin bout. However, Ullman does not believe fightcasts appeal to children. The Palace has tried to discourage their attendance by doubling their rate for such events.

Commerce Dept. Gets Compo 'Essential' Rating Appeal

'Showboat,' 'Twist,' 'Alice,' 'My Boy' Top N. Y. Grossers

With the intensity of competition from summertime outdoor inducements offset somewhat by the seasonal influx into New York of vacationers from all parts of the country, Broadway's first-runs this week are taking in revenue that ranges from poor to excellent.

High up in the excellent category is "Show Boat," plus a stage presentation at Radio City Music Hall, where a third week's gross of $160,000 is expected in the light of $95,000 registered Thursday through Sunday night. These figures mean that "Show Boat" still is grossing better than "The Great Caruso," prior Music Hall tenant, in comparable weeks.

The initial week of "Oliver Twist"

(*Continued on page 2*)

Citing wartime past performance which "no other private industry equalled" in terms of product and service, the Council of Motion Picture Organizations has filed with the Secretary of Commerce in Washington an eight-page brief appealing from the Commerce Department's action excluding the motion picture industry from the category of "essential activities." COMPO disclosed here yesterday that the brief, signed by Robert W. Coyne, the agency's special counsel, was submitted at the weekend.

"The machinery of the motion picture industry is available and ready for instant and continuing use for the country's good," the document states under a section headed "Present Preparations." The documentation of the industry's contributions to victory in World War II concludes with a quotation from a statement by President Truman in Oct., 1945: "We are aware that without the assistance of the screen we never could have presented our problems to the people as fully as

(*Continued on page 2*)

UPT Buys Houses Of Lucas Estate

ATLANTA, Aug. 6.—The Arthur Lucas estate has sold its interest in five theatre companies which operate theatres in 12 Georgia cities. Purchaser was United-Paramount Theatres. The transfer of the Lucas interests comprising approximately one-fourth of the stock was completed in New York. Although the deal involved a considerable amount of money, no price was disclosed.

Frederick G. Storey, vice-president

(*Continued on page 6*)

Mirisch to Expand Allied Production

HOLLYWOOD, Aug. 6. — Looking ahead to production expansion, Walter Mirisch, executive producer for Monogram and Allied Artists, has commenced a thorough inventory of the companies' properties and production personnel prior to setting the 1951-52 schedule late this month. Also, Mirisch is seeking additional producing, directing and acting talent for the new season's films.

Because of the grosses from Allied

(*Continued on page 8*)

$4 Millions Eady Guaranty In U. K. Pact

Set Minimum As U. S. Share of New Tax Plan

The proposed new Anglo-American film remittance agreement offers a minimum guaranty of $4,000,000 annually as the American companies' share in the Eady Tax Plan, it was learned here yesterday.

That amount will be remittable to New York whether or not the American share in the Eady plan aggregates $4,000,000. If it exceeds that figure, the excess also will be remittable.

This provision, added to the basic $17,000,000 remittance and the estimated additional $3,000,000 from American investments in British production or purchase of British quota films, brings the probable total annual remittances under the proposed new agreement to $24,000,000, or $5,000,000 more than under the expiring agreement.

The Eady Tax Plan, which went

(*Continued on page 7*)

Golden Sees Hope Of Relaxed Control On Building Later

WASHINGTON, Aug. 6.—National Production Authority film chief Nathan D. Golden said he was "still hopeful" that his agency might relax present tight curbs on theatre construction and alteration.

Golden said NPA Administrator Manly Fleischmann had told him "we will see how things work out" and had indicated that the subject might

(*Continued on page 3*)

Myers Starts Allied Anti-Tax Movement

WASHINGTON, Aug. 6. — Allied States Association leaders have been asked to get members to contact their Senators in opposition to the tax bill provision exempting non-profit groups from the admission tax.

General Counsel Abram F. Myers said the Allied leaders had been asked

(*Continued on page 3*)

N.Y. Grosses

(*Continued from page* 1)

at the Park Avenue brought $18,000, described as the highest non-holiday week in the theatre's history. The second week began yesterday.

At the Paramount, "That's My Boy" and a stage bill headed by The Modernaires are due for a big $95,000 in a first week, while across the street at the Criterion, Walt Disney's version of "Alice in Wonderland" continues to draw strongly with $43,000 seen for the second stanza following an opening week's gross in the neighborhood of $60,000.

Lou Bunin's puppet version of "Alice in Wonderland" will wind up its second and final week at the Mayfair tomorrow with approximately $8,000 registered for the stanza. This figure compares with $11,000 for the first week. "No Questions Asked" will take over at the Mayfair Thursday.

The Bunin production will continue at the off-Broadway Trans Lux 72nd Street and Midtown, both Brandt houses, each of which are expected to gross around $4,000 in the second week.

Three holdovers are doing only modestly in their second weeks. They are "Rich, Young and Pretty" at the Capitol where $25,000 is indicated for the stanza; "Happy Go Lovely," chalking up $12,000 at the Astor, and "On Moonlight Bay," which is expected to bring $15,000 to the Warner.

Doing only fair at the Roxy is "Mr. Belvedere Rings the Bell" which, together with an ice and variety revue on stage, is due to round out its first week today with $76,000. A smart $26,000 is due for the first week of "Secret of Convict Lake" at the Globe.

At the Victoria, "Bright Victory" is headed for a near-excellent $31,000 for the first week. Second and final week of "Francis Goes to the Races" ends today with a poor $10,000 grossed at Loew's State.

"Cattle Drive" will move into the State tomorrow, at which time "Tomorrow Is Another Day" will replace "Comin' 'Round the Mountain" at the Holiday. Second and final week of the latter picture was a fair one with a gross of $7,000.

"Kind Lady" bows into the Trans Lux 52nd Street today following a run of "Circle of Danger" which was one day short of four weeks. The final six days of "Circle" tallied $3,000.

Off only slightly in its 18th week at the Bijou is "Tales of Hoffman," with $10,500 expected. "Kon-Tiki" also is holding its own at the Sutton where its 18th week brought $6,000.

Another picture that will open today is the Italian-made "Women Without Names," at the World.

Disney's 'Alice,' 'Kon Tiki' Score in Chicago Openings

CHICAGO, Aug. 6.—Walt Disney's "Alice in Wonderland" at the RKO Palace here, and "Kon-Tiki" at the Surf, both of which opened Friday, are doing business reminiscent of the "good, old days."

Personal Mention

HARRY M. POPKIN, producer, has arrived here from the Coast for conferences with United Artists executives.

•

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here tomorrow for Vicksburg, Miss.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is expected to return to his desk next Monday after a two-month absence due to illness.

•

DAVID DIAMOND, producer, has returned to the Coast from New York.

•

AMERICO ABOAF, vice-president and general sales manager of Universal-International Films, is back in New York after a trip to the Continent.

•

HARRY SIMON, RKO Grand Theatre manager at Columbus, O., has returned there from a three-week Maine vacation.

•

HAROLD SALEMSON, Stanley Kramer Productions publicist, has returned here from Montreal.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, is in Chicago from New York.

Boston Launches Business Drive

BOSTON, Aug. 6.—A "Greater Movie Season" got under way here today with theatres in Boston publicizing motion pictures currently playing as well as those to be released in the near future.

The theatres are utilizing both lobbies and screens to bring the product to the attention of the public. This is the first phase in an all-out effort to bring about unity bewteen distributors and exhibitors as a forerunner to the Council of Motion Picture Organizations' drive which will get under way Sept. 30.

Charles E. Kurtzman, Loew's Northeastern division manager, stated today that business is definitely on the upswing and is 15 to 20 per cent better than last year. "The Great Caruso," which played Loew's Orpheum and State, grossed approximately $128,800 for a four-week run. "Show Boat," which will end a four-week run at the two theatres tomorrow night, will gross about $140,000.

"Alice" gave the Palace its best opening day since Washington's Birthday in 1950, when "Cinderella" bowed there, and today promises to better the first day. RKO executives predict a gross of $35,000 to $40,000 for the week, almost triple normal business. The house is charging 50 cents for children and 98 cents for adults at all times and is opening at 7:45 A.M. to accommodate the crowds.

"Kon-Tiki" did $1,500 on its opening day, Friday, at the 675-seat Surf and, with an estimated $10,000 for the week, looks like it would break the house record of $8,500.

See $65,000 for 'Egypt'

CHICAGO, Aug. 6.—Universal-International's "Little Egypt" in Technicolor starring Mark Stevens and Rhonda Fleming, which had its world premiere at the Chicago Theatre in Chicago last Friday rolled up the biggest business over the weekend of any U-I picture to play the house, topping the record business of "Louisa" at the same house last year. On a first three-day gross of $33,000 the house appears heading for a $65,000 week.

GoldwynDepositions On Both Coasts

The taking of depositions in anti-trust actions brought by Samuel Goldwyn and the Society of Independent Motion Picture Producers were in progress yesterday on both Coasts.

In New York, James A. Mulvey, president of Samuel Goldwyn Productions, was quizzed by attorneys in connection with an $8,750,000 action brought by SIMPP against United Detroit Theatres and Cooperative Theatres of Michigan, a buying and booking organization.

In Los Angeles, Spyros P. Skouras, president of 20th Century-Fox, submitted to interrogation yesterday by Goldwyn's attorney, Joseph Alioto of San Francisco, in the producer's $6,750,000 treble damage action against the 20th-Fox theatre subsidiary, National Theatres Corp.

Skouras consistently denied knowledge of any wrongful agreements with competitors and the existence of any "hidden deals" during the all-day questioning.

The testimony delved deeply into Skouras' business activities from the time he, with his brothers, acquired the Olympia Theatre, St. Louis, on down through the subsequent sale of their 37 theatres to Warner Brothers. It also dealt with his operation of the Warner circuit, later the operation of the Paramount circuit, his presidency of National Theatres, then 20th-Fox, up to the present time. Up to a late hour the questioning, had proceeded amicably, with no cross-questioning. He was also questioned on the stockholders suit which resulted in Charles Skouras making refunds.

Both suits charge conspiracy to prevent Goldwyn and other independent producers from obtaining what they consider to be fair terms for their pictures.

'Bright Victory' Dated

Baynard Kendrick, author of the novel "Lights Out," upon which Universal-International's "Bright Victory" is based, is in Washington to aid in the advance promotion of the picture which opens for pre-release engagements at the Playhouse Theatre there on Aug. 22. The Washington engagement is the second pre-release.

'Essential'

(*Continued from page* 1)

was necessary in order to assure a united national effort. . ."

The brief, which Coyne submitted following the approval of attorneys for many of the various COMPO member organizations, acknowledges that the industry produces no war material in the accepted meaning "It fires no guns," but hastens to point out that the motion picture "is the most potent medium for informing and persuading ever devised . . . its facilities and manpower become tools of defense and tools of war and should be so regarded."

The morale value of motion pictures to soldiers as well as home front workers, the "fountainheads" which theatres have proven to be for every type of war activity and drives, the $36,874,456 collected by theatres for war and kindred purposes in recent years, and various other illustrations are given to support COMPO's argument that the industry belongs on the "essential activities" list at this time.

The industry's contributions to victory in World War II are presented statistically, as follows: Number of feature film prints donated, 43,189; number of short film prints donated, 33,217; estimated daily showings, 3,500; estimated daily attendance, 1,500,000; number of features shipped overseas, 1,041; estimated value of film gifts, based on stock costs and minimum rental value, $38,500,000; estimated total attendance, 750,000,000.

The document concludes with a recommendation that a hearing be granted representatives of the industry if, in the judgment of the Commerce Secretary, such is needed in the disposition of the appeal.

Carroll Trowbridge, U.A. Manager, Dead

SALT LAKE CITY, Aug. 6.—Carroll Shaw Trowbridge, United Artists branch manager here for the past eight years, died at his home Sunday morning of a heart ailment. A veteran showman, Trowbridge had been with UA since its founding. Previously he had been special representative for Mary Pickford and Douglas Fairbanks, Sr.

Rapf Promoted at MGM

HOLLYWOOD, Aug. 6. — Matthew Rapf, who has been assistant to producer Nicholas Nayfack at M-G-M, was appointed an associate producer by Dore Schary.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

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National Pre-Selling

PARAMOUNT will give "Here Comes the Groom" one of the most unusual pre-selling campaigns. Theatre previews will be held during the week of Aug. 13 in 150 key cities, backed by a special "sneak preview" promotion program prepared under the supervision of Jerry Pickman, director of advertising, publicity and exploitation. On the day of the preview, a special 100-line ad will run in addition to usual advertising; the theatre will be supplied with special lobby displays and special invitations will be issued, up to 25 per cent of the capacity of the theatre, for audience reaction by people who work in direct contact with the public.

A special "sneak preview" trailer will be furnished, and Paramount will supply perforated cards with a detachable comment portion to be mailed directly to the home office. The "applause" section, when signed by patrons, will be sent to Bing Crosby at the studio. Two days after the preview, 200-line ads will announce the theatre playdates. Through a two-week period, the regular advertising will be underlined each day with 14 days until "Here Comes the Groom" etc. Each key-city date will be covered by a Paramount representative.

•

Continuing the successful national magazine advertising pattern introduced on "Up Front," when for the first time theatres and date listings were featured in *Life* and the *Saturday Evening Post,* Universal International will do it again with the release of "The Golden Horde" in October. Page-and-a-half, two-color ads will appear in *Life* and *Look* magazines, with more than 300 theatres listed, with both issues due on the stands at the end of September. It is estimated that these ads will reach a total of 35,000,000 readers.

•

Six national magazines have prepared direct-mail letters promoting Walt Disney's "Alice in Wonderland." *Cosmopolitan* is mailing a letter to 5,000 exhibitors, calling their attention to the cartoon feature. A similar letter is being mailed to 2,000 exhibitors and other interested parties by *Life Magazine.* Letters are also going out from *Redbook, Colliers', Saturday Evening Post* and *Woman's Home Companion.*

•

Universal is in the midst of the most intensive promotional period in its history, with seven pictures having premieres from Coast-to-Coast in the current month. "Mark of the Renegade" opened last week in Los Angeles and "Cattle Drive" will kick off with a saturation premiere at the Paramount, Webber and Aladdin theatres in Denver. "Francis Goes to the Races" opened simultaneously at the Denver, Esquire and Tabor theatres. "Bright Victory" opened at the Victoria Theatre here. "Little Egypt" follows on Aug. 3 at the Chicago Theatre, and "Thunder on the Hill" tomorrow at the Astor Theatre in Boston. "Iron Man" will have its premiere at the Harris Theatre in Pittsburgh on Aug. 17.

Walter Brooks

Reviews

"Pool of London"

(Rank—Universal-International) LL

A WELL-SUSTAINED and superbly characterized melodrama has been turned out by J. Arthur Rank in "Pool of London." The cast is not one that has marquee appeal of any weight on these shores, but the strength of the story and the level of acting easily compensate.

The story centers around a carefree merchant seaman, Bonar Colleano, who supplements his income by smuggling small parcels through Customs and delivering them to underworld contacts. Actually Colleano is unaware of the contents of the parcels. It develops that they contain dope, and in time Colleano is tailored for the delivery of even more precious parcels—diamonds. How Colleano, link by link, gets caught up in a chain of events that lead to his downfall is depicted.

The virtue of the picture is that the people and events are credible. The story tries to develop aspects of the shore life of the merchant seamen, and thus several girls are seen in slight romantic roles. Earl Cameron plays a Negro seaman and the best friend of Colleano. Since the latter has run into a little trouble with Customs men when trying to get some nylon stockings out to his girl, he decides to have Cameron carry the parcel past the Customs. Subsequently Colleano learns that the parcel contains diamonds and that a man was killed in the theft of them. Colleano is torn between running away to freedom, and preventing his friend Cameron from being innocently involved in the crime. After an attempted escape, his conscience makes him turn back and surrender to the authorities.

The screenplay, by Jack Whittingham and John Eldridge, deals peripherally with manifestations of racial prejudices. Michael Balcon produced and Basil Dearden directed.

Running time, 86 minutes. Adult audience classifications. For September release.

Mandel Herbstman

"Thunder on the Hill"

(Universal-International)

CONVENTIONAL melodramatic ingredients are given a unique and imaginative treatment in "Thunder on the Hill." The story has a group of people in an English valley take refuge in an isolated convent hospital following a flood.

The picture presents Claudette Colbert in an unusual role, that of a nun who is the chief of the hospital staff. Among those converging on the convent for shelter are Ann Blyth, a convicted murderess on her way to execution, accompanied by a matron and an officer. Miss Blyth had been sentenced for the murder of her brother, despite strenuous claims of innocence. She somehow convinces Miss Colbert of her innocence and this becomes the start of an elaborate series of events that finally lead to her freedom.

It is not an easy task for Miss Colbert to play sleuth, especially since she has to do so against the wishes of her Mother Superior. It becomes a slow process of gathering evidence and piecing the parts together. It develops that the murder was committed by Robert Douglas, a physician on the hospital staff, whose wife was having an affair with the victim. Philip Friend, in love with Miss Blyth, is heartened by Miss Colbert's findings to the point of playing an active role in exposing the real culprit. Good vignettes are provided by Michael Pate, a feeble-minded handyman, and Connie Gilchrist, convent cook. The picture will keep patrons absorbed.

Michael Kraike produced and Douglas Sirk directed, from a screenplay by Oscar Saul and Andrew Solt.

Running time, 84 minutes. General audience classification. For September release.

M. H.

Seeks House Probe Of Boxing on TV

Washington, Aug. 6.—Representative Clemente, Dem., N. Y., introduced a resolution today to set up a special House committee to investigate various aspects of boxing, including "restraints upon the television of boxing matches". While Clemente was not in town to explain what he had in mind by that, presumably the exclusive theatre telecast of boxing matches could come under that committee's investigation.

Anti-tax Drive

(*Continued from page* 1)

to get letters moving "right now." Myers said his feeling was that if the provision were not knocked out in the Senate Finance Committee, it could not be knocked out on the Senate floor. Members from areas whose Senators are not on the Finance Committee are supposed to ask their Senators to contact finance committee members on the provision.

$10-Million Suit Over Martin-Lewis Pact

Los Angeles, Aug. 6.—A Superior Court suit filed by Screen Associates, Inc., which backed the production of "At War With the Army," seeks $10,000,000 damages from Martin and Lewis and Wallis and Hazen, Inc., on the ground that defendants conspired to breach a contract calling for the comedians to make one picture annually for seven years. The suit also asks an injunction restraining the comedians from appearing in any form of entertainment pending satisfaction of the SA claims.

Special 'Julie' Showing

A special showing for local distributors of foreign films will be held this week for the prize-winning Swedish feature, "Miss Julie," at Loew's Preview Theatre here. B. Bernard Kreisler, executive director of the Motion Picture Association of America's advisory unit for foreign films, announced. The MPAA unit is sponsoring the screening.

U-I to Do 2-Reel U.S. Training Films

Hollywood, Aug. 6. — Universal-International has obtained a Defense Department order for the production of two-reel training films reportedly the first such order awarded to a major studio. The studio will fit the work into its schedule so as to utilize crews during lulls.

MPEA Meets Today On New U. K. Pact

The board of directors of the Motion Picture Export Association, comprising member company presidents, will meet here this morning to hear details of the proposed new remittance agreement with Britain. Another meeting will be held here later in the week to formally ratify the pact.

James A. Mulvey, representative of the Society of Independent Motion Picture Producers at the recent negotiations of the agreement in London, has been invited to attend the MPEA meeting by Joyce O'Hara, MPA vice-president, and one of the latter's negotiators in the London meetings.

Mulvey, O'Hara Return

Both Mulvey and O'Hara returned from London by plane over the weekend. They said they would recommend acceptance of the new proposals to their respective organizations. A meeting of the SIMPP board is being arranged to act on the proposals, and one will be held probably within the next 10 days, Mulvey said.

Mulvey and O'Hara said they believe the new provisions constitute a good deal—"certainly the very best we can do at this time."

Relaxed Control

(*Continued from page* 1)

be reconsidered later if "things" don't work out.

NPA last Friday issued its new construction control order, with the tightest curbs yet on theatre building and overhauling. Before the order was issued, it was learned, Golden went directly to Fleischmann and asked that theatres be dropped from the "Table I List"—the group of building projects subject to the tightest controls—and put into the same category as newspaper plants, radio and television stations and other building projects connected with the press.

When asked today about this appeal to Fleischmann, Golden said the NPA Administrator had told him that there would be no change for the present, but that the matter might be reviewed later.

Expects Nationwide Video by Sept. 30

The transmission of television programs between New York and the Pacific Coast by the use of microwave radio-relay facilities are expected to be available on Sept. 30, according to the American Telephone and Telegraph Co.

The New York to San Francisco chain will be made up of 107 relay towers, each succeeding one spaced about 30 miles apart, it was said.

PARAMOUNT'S MORE, BETTER, BIGGER PICTURES ARE GETTING THE BOXOFFICE RESULTS!

DATE	TITLE
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR
	BILLY WILDER'S **Ace In The Hole**
AUGUST	HAL WALLIS' **Peking Express**
	HAL WALLIS' **That's My Boy**
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groo**
	GEORGE STEVENS' **A Place In The Sun**
	PERLBERG AND SEATON'S **Rhubarb**
OCTOBER	PINE and THOMAS **Crosswinds** COLOR BY TECHNICOLOR
	Darling, How Could You
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COL TEC
	Submarine Command
	WILLIAM WYLER'S **Detective Story**
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO CO

Just ninety days ago, we gave you Paramount's answer to demands from the public and exhibitors that Hollywood deliver more product with bigger selling values than ever before. Today a third of the 15 standout attractions we announced for release before the end of '51, are playing—all of them with standout results.

For showmen who haven't yet cashed in on them, Paramount can now make available big-performing PASSAGE WEST—ACE IN THE HOLE—PEKING EXPRESS—THAT'S MY BOY—WARPATH.

Now, take a minute to review the selling strength in the three terrific pictures Paramount has in September. Examine in detail the ones for October, highlighted in this ad. Look at our hit-security for those important holiday months of November and December. Then put Paramount's product-power to work for you!

AST

IN PAYNE DENNIS O'KEEFE
ARLEEN WHELAN

'K DOUGLAS JAN STERLING

EPH COTTEN CORINNE CALVET
EDMUND GWENN

AN MARTIN JERRY LEWIS

MOND O'BRIEN DEAN JAGGER
RREST TUCKER HARRY CAREY, Jr.

IG CROSBY JANE WYMAN
ANCHOT TONE ALEXIS SMITH

NTGOMERY CLIFT ELIZABETH TAYLOR
SHELLEY WINTERS

Y MILLAND JAN STERLING

N PAYNE RHONDA FLEMING
FORREST TUCKER

N FONTAINE JOHN LUND
MONA FREEMAN

producer of "Destination Moon" has made this
, and startling interplanetary adventure . . . .

LLIAM HOLDEN NANCY OLSON
WILLIAM BENDIX

K DOUGLAS ELEANOR PARKER
LLIAM BENDIX CATHY O'DONNELL

NALD REAGAN RHONDA FLEMING

B HOPE HEDY LAMARR

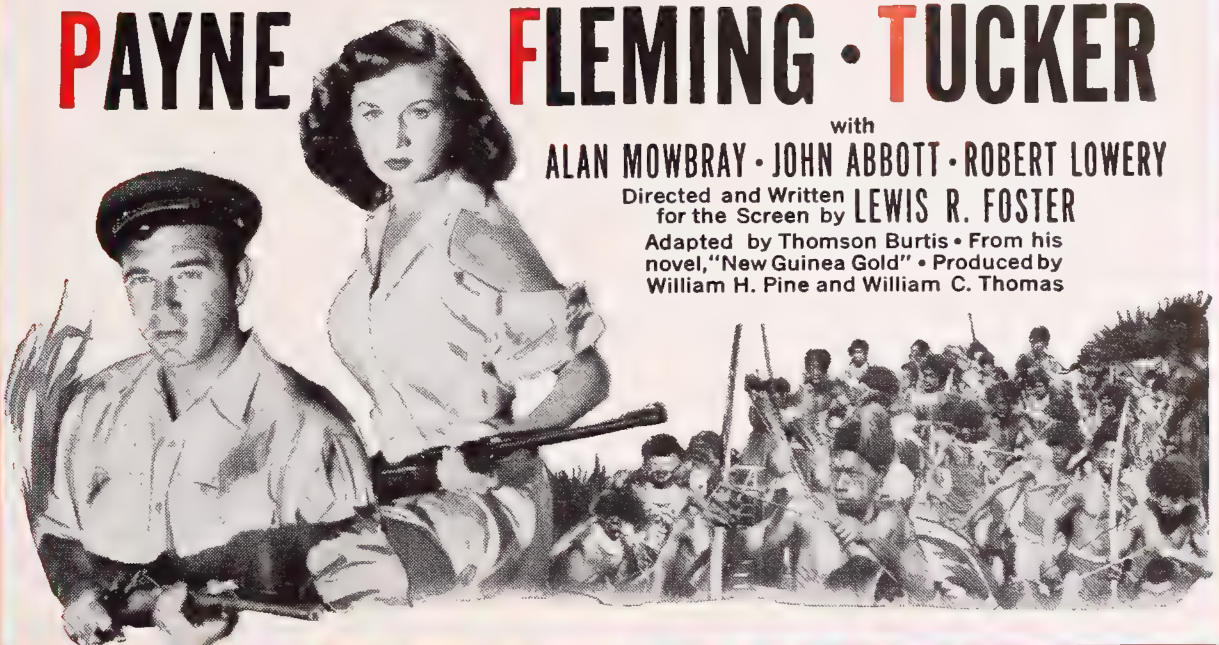
Desperate men brave the terrors of
the South Pacific jungle for gold!

CROSSWINDS

Color by TECHNICOLOR

starring

JOHN **PAYNE** RHONDA **FLEMING** · FORREST **TUCKER**



with

ALAN MOWBRAY · JOHN ABBOTT · ROBERT LOWERY

Directed and Written for the Screen by LEWIS R. FOSTER

Adapted by Thomson Burtis • From his novel, "New Guinea Gold" • Produced by William H. Pine and William C. Thomas

HERE'S OCTOBER'S

HARVEST OF PARAMOUNT PROFITS:

There's boxoffice fun in the midnight affair that shook
Washington Square with laughter!

Darling, How Could You!

starring

JOAN **FONTAINE** · JOHN **LUND**

MONA **FREEMAN** · PETER **HANSON**

Produced by HARRY TUGEND

Directed by
MITCHELL LEISEN

A MITCHELL
LEISEN
PRODUCTION

Screenplay by Dodie Smith and Lesser Samuels • From the play, ALICE-SIT-BY-THE-FIRE, by James M. Barrie

PLAY
PARAMOUNT NEWS
—it's the program builder
that guarantees the
"best show in town"!

Lippert

(*Continued from page* 1)

for American distribution of 12 foreign-made features in the next 18 months.

Lippert said he will invite writer-director, director-player, and other type combinations, to distribute through Lippert Productions at 30 per cent distribution fee, with films to be produced either by him or by them. Moreover, he will aid independent producers in obtaining bank financing. He conferred with New York banking concerns in this connection last weekend on his arrival from Europe.

Decision to withdraw completely from the television field, he said, followed experience with "Pier 23" and other dual-purpose features he made for initial exhibition in theatres and subsequent televising. Exhibitors resisted the proposition, he said, and the potential from television dwindled to a point, due to the necessity of splitting grosses with the American Federation of Musicians and certain other similar splits later on, where the return was negligible.

On the other hand, he said, "deals now offered package-makers by us and major companies have become so drastic that many properties which could brighten the box-office picture are lying dormant." Lippert said he now is in a position to handle such properties on a wide variety of more favorable deals.

Foreign-made pictures to be distributed here by Lippert include nine to be made by James Carreras, two others to be filmed in Italy and one in France, with Lippert furnishing some American players in each case.

Expansion of his distribution activity does not signify any reduction in his own production activity, Lippert said.

UPT-Lucas Deal

(*Continued from page* 1)

of Georgia Theatres, Inc., and one of the trustees, conducted the negotiations for the sellers. Other trustees are Mrs. Arthur Lucas, and the First National Bank of Atlanta.

The companies involved are Georgia Theatres, Savannah Theatres Co., Augusta Amusements, Inc., Public-Lucas Theatres, Inc., and United Enterprises. They operate theatres in Augusta, Macon, Columbus, Athens, Brunswick, Elberton, Buford, Gainesville, Waycross, Barnesville, St. Simons and Moultrie.

A spokesman for the trustees said that the sale would not effect suburban theatres in Atlanta which are owned by Lucas and Jenkins. This company operates several community theatres in this area and is owned by the estate of the late Arthur Lucas and William K. Jenkins.

Singles Replace Doubles

Toronto, Aug. 6.—With the current week, Famous Players Canadian Corp. adopted a new policy involving three of its main theatres in Toronto. The day-and-date booking team of the Victoria and Eglinton theatres was dissolved after many months, with a single feature replacing the double bills at both houses. The Eglinton in the North End was teamed with the downtown Shea's Theatre commencing with the showing of "On Moonlight Bay," while "Fabiola" opened at the Victoria for its first downtown engagement.

61 Features from Columbia

(*Continued from page* 1)

Highlighting the program will be "Boots Malone," a Sidney Buchman Enterprise; "Death of A Salesman," A Stanley Kramer production; "The Four Poster," a Kramer production; "From Here To Eternity," adaptation of James Jones' novel; a Rita Hayworth production, presenting the star in her first film in three years; a new Judy Holliday comedy, tentatively titled "The Marrying Kind"; "My Six Convicts," a Kramer production; "Saturday's Hero," a Buchman production; "Ten Tall Men," a Norma production (Burt Lancaster-Harold Hecht), and "Walk East on Beacon," a Louis deRochemont production.

Color will play an important role in the coming year's program, with 16 of the top films scheduled to be presented in color, 10 in Technicolor and six in SuperCinecolor. This marks an increase of six color productions over the 10 released by the company during the present season.

The full program to be presented at the convention consists of 45 five features, six Gene Autry's, two "Jungle Jim's" and eight Westerns.

Following are the films which will be announced at the Columbia convention tomorrow by Montague:

BOOTS MALONE, starring William Holden. William Dieterle directing and Milton Holmes producing for Sidney Buchman productions.

DEATH OF A SALESMAN, Stanley Kramer's production of the Pulitzer Prizewinner. Fredric March will star. Edward and Edna Anhalt are associate producers. Laslo Benedek will direct.

THE FAMILY SECRET, starring John Derek, Lee J. Cobb and Jody Lawrance star. Robert Lord will produce and Henry Levin will direct the Santana production.

THE 5000 FINGERS OF DR. T. Ted Geisel (Dr. Seuss) will write the screenplay for the Stanley Kramer production and Roy Rowland will direct.

THE FOUR POSTER, Stanley Kramer's production of the Jan de Hartog play which will star Rex Harrison and Lilli Palmer. Irving Reis will direct.

FROM HERE TO ETERNITY, adaptation of James Jones' novel.

THE HAPPY TIME, Stanley Kramer's production of the Broadway play, with Charles Boyer.

THE HARLEM GLOBETROTTERS, starring the world's greatest basketball team and featuring Thomas Gomez, Dorothy Dandridge and Bill Walker. Buddy Adler produced and Phil Brown directed.

A new Rita Hayworth production, presenting the star in her first film in three years.

A new comedy (tentatively titled THE MARRYING KIND, starring Judy Holliday and written by Garson Kanin and Ruth Gordon, directed by George Cukor. Bert Granet will produce.

THE MAGIC FACE, Luther Adler and Patricia Knight star. The film was produced and written by Mort Briskin and Robert Smith. Frank Tuttle directed.

THE MAN IN THE SADDLE, in Technicolor, starring Randolph Scott. The Scott-Brown production was produced by Harry Joe Brown and directed by Andre de Toth.

MASK OF THE AVENGER, in Technicolor, starring John Derek. Hunt Stromberg produced and Phil Karlson directed.

THE MOB, starring Broderick Crawford. Jerry Bresler produced and Robert Parrish directed.

THE MOTHER, Loretta Young will star. Buddy Adler will produce and Rudolph Mate direct.

MY SIX CONVICTS, Stanley Kramer's production of Donald Wilson's book. John Beal, Millard Mitchell and Gilbert Roland head the cast. Edward and Edna Anhalt be associate producers and Hugo Fregonese will direct.

SATURDAY'S HERO, based on Millard Lampell's Cosmopolitan serial novel, "The Hero," John Derek and Donna Reed star. Buddy Adler produced and David Miller directed this Sidney Buchman production.

SCANDAL SHEET, starring John Derek, Donna Reed and Broderick Crawford. Edward Small produced and Phil Karlson directed.

SIROCCO, Humphrey Bogart starrer. The Santana production co-stars Marta Toren and Lee J. Cobb. Robert Lord produced, Curtis Bernhardt directed.

THE SNIPER, a Stanley Kramer production directed by Edward Dmytryk, with Edward and Edna Anhalt as associate producers.

SUNNY SIDE OF THE STREET, a SupercineColor musical featuring Frankie Laine, Billy Daniels, Terry Moore, Jerome Courtland, Toni Arden, Audrey Long, Dick Wesson and Lynn Bari. Jonie Taps produced and Richard Quine directed.

TEN TALL MEN, starring Burt Lancaster, Harold Hecht produced and Willis Goldbeck directed the Norma production.

TRIAL BY TERROR, based on Paul Gallico's *Saturday Evening Post* serial. Sam Marx will produce.

WALK EAST ON BEACON, a Louis deRochemont production based on J. Edgar Hoover's revelations of Communist espionage. Al Werker "Lost Boundaries" will direct.

THE WHISTLE AT EATON FALLS. The Louis deRochemont production stars Lloyd Bridges and Dorothy Gish. Robert Siodmak directed.

HURRICANE ISLAND, starring Jon Hall, in SupercineColor. Sam Katzman produced and Lew Landers directed.

THE MAGIC CARPET, SupercineColor fantasy of 1001 NIGHTS, starring Lucille Ball and John Agar. Sam Katzman produced and Lew Landers directed.

THE BAREFOOT MAILMAN, Theodore Pratt's novel. Robert Cummings, Terry Moore and Jerome Courtland star in the SupercineColor production. Robert Cohn produced and Earl McEvoy directed.

INDIAN UPRISING, an Edward Small production in SupercineColor, starring George Montgomery. Bernard Small will produce and Ray Nazarro direct.

MONTANA TERRITORY, in Technicolor. Colbert Clark will produce and Ray Nazarro direct.

SOUND OFF, musical in SupercineColor, starring Mickey Rooney, Jonie. Taps will produce and Richard Quine direct.

A new Captain Blood picture in Technicolor, starring Louis Hayward and Patricia Medina. Harry Joe Brown will produce.

CALIFORNIA CONQUEST, in Technicolor, starring Cornel Wilde and Teresa Wright. Sam Katzman produced and Lew Landers directed.

CRIPPLE CREEK, SupercineColor, starring George Montgomery. The Edward Small production will be directed by Ray Nazarro and produced by Mr. Small.

THE BRIGAND, Technicolor Edward Small production, starring Anthony Dexter, Edward Small will produce and Phil Karlson direct.

THIEF OF DAMASCUS, Technicolor, starring Paul Henreid. Sam Katzman will produce and Will Jason direct.

BRAVE WARRIOR, Technicolor Jon Hall and Frances Langford star. Sam Katzman will produce and Lew Landers direct.

PICKUP, starring Beverly Michaels, Hugo Haas, Allan Nixon and Howland Chamberlin. Hugo Haas was producer-director with Edgar E. Walden as associate producer.

THE LADY AND THE BANDIT, starring Louis Hayward. Harry Joe Brown produced and Ralph Murphy directed.

THE SON OF DR. JEKYLL, Louis Hayward, Jody Lawrance and Alexander Knox star. Seymour Friedman directed.

CRIMINAL LAWYER, Pat O'Brien and Jane Wyatt starred. Rudolph C. Flothow produced and Seymour Friedman directed.

SMALL WONDER, (tentative title), Robert Cummings and Barbara Hale star. Harold Hecht produced and Frank Tashlin directed the Norma production.

THE GOLDEN HAWK, Technicolor adaptation of Frank Yerby's novel, which Sam Katzman will produce.

PURPLE HEART DIARY, based on the columns by Frances Langford syndicated in Hearst newspapers. Miss Langford will star. Sam Katzman will produce and Richard Quine direct.

HAREM GIRL. Joan Davis in a comedy which Wallace MacDonald will produce.

The six Gene Autry productions, starring the greatest cowboy and his horse, Champion are: APACHE COUNTRY, BLUE CANADIAN ROCKIES, NIGHT STAGE TO GALVESTON, BARBED WIRE, WAGON TEAM and THE OLD WEST, all to be produced by Armand Schaefer.

The JUNGLE JIM series will again have Johnny Weissmuller in the title role. Both. JUNGLE JIM IN THE FORBIDDEN LAND and JUNGLE MANHUNT, will be produced by Sam Katzman.

The program eight Westerns starring Charles Starrett and Smiley Burnette. They are: THE KID FROM BROKEN GUN, THE HAWK OF WILD RIVER, SMOKY CANYON, PECOS RIVER, LARAMIE MOUNTAINS, JUNCTION CITY, THE ROUGH, TOUGH WEST and THE KID FROM AMARILLO.

The serials are: "Captain Video," including what is believed to be the first color footage ever inserted in a serial; "Black Hawk," and "King of the Congo," a jungle film.

The complete two-reel program will consist of eight three Stooges, six All-Star comedies and six assorted comedies, 6 Comedy Favorites.

The 76 single reelers will include: 10 Technicolor cartoons from United Productions of America, five in the "Mr. Magee" series, five in the "Jolly Francis" series; 12 Color Favorites cartoons, six Candid Microphones featuring Allen Funt, 12 World of Sports with Bill Stern as commentator, 12 Screen Snapshots, eight in the Cavalcade of Broadway series, eight Film Novelties, eight Variety Favorites and six Musical Masterpieces.

NEWS in Brief . . .

TORONTO, Aug. 6.—James Fox has resigned from the Canadian Odeon Organization to go over to the independently-owned Centre Theatre at Peterboro, Ont. Fox had been manager of the Rexy at Ottawa. A change has also come in Famous Players' personnel in the resignation of William A. Cullum to go into the insurance business. For a long time he has been at the Capitol Theatre, Ottawa.

●

SALT LAKE CITY, Aug. 6. — The Gem Theatre, a subsequent run house in downtown Salt Lake City, has been sold by W. E. Shippley of Los Angeles to Consolidated Theatres of Utah for $100,000. Mel Smart, manager of Consolidated, said that Bob Brady would continue as manager of the Gem.

●

PHILADELPHIA, Aug. 6.—RKO Pictures will have three releases playing simultaneously here on the Labor Day weekend. Walt Disney's "Alice in Wonderland," will be at the Boyd; Howard Hughes' "Flying Leathernecks," at the Randolph; and "His Kind of Woman" a John Farrow production, will be in its world premiere engagement at the Goldman.

●

Stanley Kramer's "Champion" has been chosen as "The Best Motion Picture of 1950" by the Argentine Association of Film Critics, it was announced here by United Artists vice-president Max E. Youngman. Presented at an Argentine film industry banquet in Buenos Aires, the award was accepted by Sam Bekeris, UA representative there.

●

CHARLOTTE, Aug. 6.—In a transaction involving about $100,000, the Manor and the Visulite theatres here changed hands, with Stelling Theatres becoming the new owners. The Manor was bought from Park Place Theatres, Inc., and the Visulite from the Elizabeth Theatre Corp. Stelling will take over the properties on Aug. 12.

●

SAN FRANCISCO, Aug. 6. — Robert Goodfried, former United Artists Coast representative, has rejoined Sherrill Corwin's circuit as advertising-publicity director. He is here from his Los Angeles offices until Aug. 13, acting as North Coast Theatres district manager during the vacation of Graham Kislingbury.

●

Alex Rosenman, executive vice-president and general manager of Official Films, distributors of films for television, has withdrawn from active participation in the company but will continue to serve in an advisory capacity. Rosenman was formerly vice-president of station WCAU, Philadelphia.

THE RIVER

This enchanting story of an ex-G.I. in India—and the three girls who love him—will draw teen-agers to theaters by the millions. It's so unforgettable a film that we've named it SEVENTEEN'S PICTURE OF THE MONTH for August...perfect for the 2,500,000 girls who pick movies from our pages.

seventeen
THE ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS

Review

"The Strip"

(Metro-Goldwyn-Mayer)

A STRAIGHT crime thriller has been placed against the background of Hollywood's fabulous nightclub district, "The Strip," and embellished with "name" musicians and entertainers in this Joe Pasternak production. The film that emerges under the direction of Leslie Kardos provides highly satisfactory entertainment that should especially appeal to "Dixieland Jazz" lovers, followers of Vic Damone and Monica Lewis, and of course, to Mickey Rooney's legion of fans. It's a good bet for exhibitors looking for product with varied appeal.

The story, written by Allen Rivkin and developed by flashback, has Rooney, a veteran of Korea, heading for Hollywood and a job as a drummer when his jalopy, his drums and his plans are upset through an accident with a car driven by James Craig, a Los Angeles mobster. He gives Rooney a job in a bookmaking place at twice the wages he could earn as a musician. Rooney is living high when he, fleeing from a police raid, jumps into a car driven by Sally Forrest, cigarette girl and dancer at William Demarest's place on "The Strip." Mickey gives up bookmaking to take a job there on the drums with a marvelous collection of "Dixieland" greats, headed by Louis Armstrong.

Miss Forrest, however, has no time for romance unless it is connected with getting into a film studio. Rooney introduces her to Craig on the chance that the mobster might have studio connections. Of course Craig is soon squiring Miss Forrest. Mickey follows them on a tour of the night spots, which gives the audience a chance to vary its musical diet with Cuban and gypsy rhythms. It is here that Miss Lewis and Damone show their wares. Mickey's shadowing annoys Craig, who orders him to leave town and sends a pair of thugs to back up his threats. Miss Forrest goes to Craig to remonstrate and in a fracas Craig is killed and she is wounded. Picked up for questioning, Rooney confesses in order to save Miss Forrest, but she tells the truth before she dies.

While the plot is developed satisfactorily, the main emphasis is placed on the music, especially that which is served up by Armstrong and his colleagues. Georgie Stoll is to be congratulated for his musical direction. Demarest is excellent in a change-of-pace characterization as an old showman, and Kay Brown is a cute youngster who presumably may assuage Rooney's grief over the death of Miss Forrest. Others in the cast are Tommy Rettig, Tom Powers, Jonathan Cott, Tommy Farrell, Myrna Dell and Jacqueline Fontaine.

Running time, 85 minutes. General audience classification. Release date, Aug. 31.

$4 Millions in Eady Guaranty

(Continued from page 1)

into effect in Britain last week authorizes certain admission price increases at British theatres. Based on normal theatre attendance there, it is estimated that the plan will provide an additional £14,000,000 ($39,200,000) in receipts and taxes. The British government will receive half of that amount, the other half being divided equally among producers-distributors, on the one hand, and exhibitors on the other. The American companies' share of the producer-distributor fund would normally average around £1,200,000 ($3,360,000), it is estimated. The new agreement, however, would guarantee the American companies the $4,000,000 minimum, which will be convertible, and protects them in the event an increase in attendance in Britain sends their share above that figure, by making the excess convertible also.

The $4,000,000 guaranty is a clear gain over the present agreement which includes no such provision. The $3,000,000 additional remittance for investments in British production represents an increase of $1,000,000 over the amount estimated to be remittable this year. The present agreement permits convertibility of 23 per cent of the British product investment, whereas the new one would increase that to 33 1/3 per cent.

The American companies accept no obligation to produce in England. It is purely an incentive measure designed to encourage American production in Britain and investment in British quota films. To realize the additional million under the provision, American investments in British production next year would have to equal such investments made this year. If they should exceed them, an additional amount would be convertible.

No change was made in the present agreement's schedule of permitted uses for the American companies' blocked sterling, nor was that at issue. The American negotiators took the position that they can continue to go to the control committee for authorizations on new proposals for permitted uses, as has been the case heretofore. Moreover, the present schedule of permitted uses proved adequate during the past year for working out all of the companies' blocked sterling in one way or another.

Lippert Gets Option

ST. LOUIS, Aug. 6.—Screen Guild Productions has given Lippert Films an option on its territorial franchise rights effective on or after Jan. 1, 1952. If Lippert decides to buy, it will open an office here at that time.

Craft Earnings Rise

HOLLYWOOD, Aug. 6.—Craft workers in studios averaged $104.79 weekly during June, which compares with $103.72 in May, and $102.62 a year ago. These figures were arrived at by a recently concluded study.

THE RIVER

We're happy to get SEVENTEEN'S award. We're glad that teen-agers will flock to see THE RIVER. Filmed in Technicolor in India, the movie is itself a tribute to Director Jean Renoir, Producer Ken McEldowney and to its featured players. With SEVENTEEN rating it "tops" for millions of readers, we know exhibitors will rate it "tops" too — in box office.

An
Oriental-International
Film
released through
UNITED
ARTISTS

2,000 at Dallas Meeting to Map 'Movietime' Plans

DALLAS, Aug. 6.—More than 2,000 persons attended a kick-off meeting in the Majestic Theatre this morning to plan "Movietime in Texas" in the national COMPO campaign aimed at exhibitors. The campaign will break publicly on Sept. 20. Preparatory meetings will be held throughout Texas before then.

Dallas film exchanges were closed for the two-hour meeting and theatre owners and managers from the Dallas area, plus those from other Texas and Oklahoma cities attended with employees and family members. Enthusiasm marked the meeting. R. J. O'Donnell called it an "inspiring event."

O'Donnell said: "This is not an apology campaign for motion pictures. We don't have to apologize. This is a campaign to alert showmen."

H. A. Cole of Allied Theatres of Texas and co-chairman with O'Donnell for Texas COMPO, said: "The campaign will result in many, many dollars at the box-office, but a far bigger thing is to awaken showmanship in exhibitors. Cole called for "optimism about motion pictures," "public relations" on exhibitors like greeting customers.

William McCraw, executive director of Variety Clubs International and former Texas Attorney-General, hailed the campaign as "a great crusade." He exhorted exhibitors to rebuff "carping critics and defamers of movies." The Rev. Wililam Alexander of Oklahoma City, who is a small theatre owner as well as a minister, brought a standing ovation for a stirring address.

Paul Short, Dallas division manager of National Screen Service, presided.

An Oklahoma group included Morris Lowenstein, Claude Motley, J. C. Hunter and Buck Weaver.

Mirisch to Expand

(*Continued from page* 1)

Artists' "I Was an American Spy," "Short Grass" and "Southside 1-1000" and the anticipated business to be done by "Disc Jockey" and "The Highwayman," produced for Allied Artists, more emphasis during the coming season will be placed on films which will bear the AA label, Mirisch said. The number of color films also will be increased by each company, he added.

AA Combines with UA Sales on Two

HOLLYWOOD, Aug. 6.—Allied Artists vice-president Morey R. Goldstein has instructed all AA sales personnel to cooperate fully with United Artists branches in connection with the reissue combination of "The Babe Ruth Story" and "The Jackie Robinson Story."

The companies will split film rentals, with each distributing company making its own contracts.

M-G-M Transfers Three

ATLANTA, Aug. 6.—From the Atlanta branch of M-G-M the following have been transferred to the Jacksonville branch: Bob Cats, office manager and head booker; Ed Mathews, booker, and Dot Matthews, contract department.

Schmidt Tops Bureau

(*Continued from page* 1)

drive's publicity committee in the East, who presided at the meeting. It will be responsible for the writing and placement of news and feature stories in magazines, newspapers and over radio and television.

Schmidt also made the following assignments of specific publicity duties:

National news weekly magazines and newspaper supplements, John Joseph of M-G-M; general magazines, Phillip Gerard of Universal; fan magazines, Don Prince of RKO; radio and television publicity, Mort Nathanson, Paramount; news syndicates, Larry Golob, Warner Brothers; columns, Al Tamarin, United Artists; trade press, Hortense Schorr of Columbia; out-of-town publicity service, Sterling Silliphant of 20th Century-Fox; financial press, J. Raymond Bell, of Columbia; house organs and business trade publications, Al Corwin, MPAA.

Serving on the general publicity committee with Schmidt are Madeleine White, Monogram and Steve Edwards, Republic.

Attending the meeting also was Barret McCormick, chairman of the campaign's press book committee, who explained the publicity needs for his work. He announced that Jonas Arnold has been engaged as press book editor with George Fraser as his assistant.

Charles E. McCarthy, coordinator of publicity, advertising and exploitation for the drive, also attended the meeting.

O'Donnell Starting 'Movietime' Rolling

Robert J. O'Donnell, national director of the industry's "Movietime, U.S.A." business campaign will arrive here tomorrow from Dallas to set up headquarters in the Council of Motion Picture Organizations' offices.

O'Donnell will hold a trade press interview tomorrow afternoon and, on Friday, he and trade press representatives will be the guests of Ned E. Depinet, COMPO president, and Arthur Mayer, executive vice-president, at a luncheon at the Astor when additional plans for the October-November jubilee will be related.

O'Donnell yesterday helped launch the "Movietime in Texas" campaign plans at a regional industry meeting in Dallas. He and H. A. Cole are co-chairmen of the Texas campaign.

"Movietime" Chairmen Are Named for Boston Area

BOSTON, Aug. 6.—Samuel Pinanski, president of the American Theatres Corp., Nathan Yamins, president of Yamins Theatres of Fall River, Martin J. Mullin, president of New England Theatres, and Edward X. Callahan, Atlantic division manager for 20th Century-Fox, have been asked in a wire sent to them late today by Bob O'Donnell, national chairman of the forthcoming Jubilee drive, to serve as co-chairmen for the Boston exchange area, which consists of Maine, New Hampshire, Vermont, Massachusetts and Rhode Island.

They, in turn, have notified O'Donnell of their acceptance.

The drive in the Boston exchange area will be called "Movietime, New England, U. S. A."

Coast Meet Doubles Number on Tour

HOLLYWOOD, Aug. 6.—Industry leaders meeting with "Movietime USA" Hollywood chairman Samuel J. Briskin today doubled the number of film personalities scheduled to tour the country the first week in October.

Plans, which originally called for 100 players, producers, directors and others, to tour the nation at the beginning of the campaign, were expanded to provide 200 after today's meeting at the Beverly Hills Hotel, where an address by national campaign director Bob O'Donnell was piped in from Dallas.

Briskin, reminding his listeners that they had amassed support for charitable, patriotic and other drives successfully before, but never previously in their own interest, declared they now, by close cooperation, have it in their power to restore motion pictures to "its rightful place" on the newspaper front pages as the nation's number one entertainment medium.

Briskin appointed Lou Smith, chairman of the studio publicity directors committee, to handle the Hollywood end of the jubilee promotion in cooperation with Council of Motion Picure Organizations executives in the east.

Rosenwald, Connolly, Taylor Aid Drive

BOSTON, Aug. 6.—Ben Rosenwald, Boston branch manager for Metro-Goldwyn-Mayer, has been named chairman of the motion picture division for the forthcoming Greater Boston Community Fund drive. Assisting Rosenwald as vice-chairmen will be James M. Connolly, branch manager for 20th-Fox, and Hatton Taylor, branch manager for RKO Pictures. Both Connolly and Taylor served as chairmen of the motion picture division in previous Community Fund drives.

Barnett, Doolittle, Groody in New Posts

Joseph Barnett, Hardy Doolittle and William Groody have joined Vidicam Pictures, it was disclosed here by Edward Carroll, vice-president and general manager of the company.

Barnett and Groody were both with Jerry Fairbanks Productions, while Doolittle was with the Grant Advertising Agency in Chicago. All have joined Vidicam's sales department, the latter as sales promotion director.

Cathedral Offers 40

HOLLYWOOD, Aug. 6.—Cathedral films has offered 40 films, originally produced for both church and theatre exhibition, to television at $12,500 each for first-run.

The company has announced it will begin production on 12 half-hour television films, on religious subjects, this month.

Harry Browning, director of the public relations for the New England Theatres, has been appointed by the committee to serve as the over-all publicity chairman. A group meeting is contemplated in Boston in the near future.

Mexican Pay Rise Talks Stalemated On Inflation Issue

MEXICO CITY, Aug. 6.—Negotiations on secondary film players' demands upon producers for pay hikes of 30 per cent to 90 per cent has developed an impasse in talks between the National Actors Union and the Mexican Motion Picture Producers Association. The secondary players number 4,000.

The union complains their average daily wage is 56 cents, but as they must provide their own costumes for all but costume productions, they only really average 35 cents a day. The union demands a $20 31 daily minimum for these players and promises that they will work harder. The Union rejected the producers $14.10-a-day offer, saying that that wage is unimportant as living costs continue soaring in Mexico.

Wisconsin Building Code for Drive-ins

MILWAUKEE, Aug. 6.—A new state building code as proposed by the Building Code Advisory Committee of the Wisconsin Industrial Commission has been drawn up for outdoor theatres. Allied Independent Theatre Owners of Wisconsin helped with the proposals which cover complete construction of a drive-in and also the layout of it. The requirements apply to outdoor theatres now in existence and to outdoor theatres hereafter constructed.

To Further Plans For Allied Meet

WASHINGTON, Aug. 6.—Allied States Association's convention committee will meet in Chicago Thursday to work up further plans for this fall's New York convention, according to General Counsel Abram F. Myers.

Anniversary for Clark and Smith

Duke Clark and George A. Smith—Western and South Central Paramount division managers respectively—are celebrating their 30th anniversary with the company this year. They have served continuously.

52 Old Films to TV

HOLLYWOOD, Aug. 6.—KLAC-TV acquired the Los Angeles territory television rights to 52 old features, from quality films, for $302,000. The rights are exclusive for a year.

The films, produced by David Loew, Harry Popkin, Charles Rogers, and others, were obtained by Quality Films from banking houses.

Fabian Aids UJA

CHICAGO, Aug. 6.—Si Fabian, East Coast circuit executive, is scheduled to be the main speaker at the amusements division dinner of the combined Jewish Appeal, to be held at the Standard Club here the evening of Aug. 14. A report luncheon, presided over by co-chairmen Louis Lindenthal and Arthur Schoenstadt, was held recently and indications are that the dinner will attract the biggest turnout in its history.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 27 NEW YORK, U. S. A., WEDNESDAY, AUGUST 8, 1951 TEN CENTS

New UK Pact Wins Majority Okay at MPEA

O'Hara Report Delivered; Ratification Due Shortly

Although a formal vote was not taken yesterday on the proposed Anglo-American film pact by the Motion Picture Export Association board at its meeting here, the majority of directors present regarded the terms of the new agreement as satisfactory, it is understood.

It was held likely, however, that formal ratification would be made by the board within a week. A number of the MPEA member companies will require several days for further study of the terms, it was said.

Joyce O'Hara, MPEA vice-president, and James Mulvey, representing the Society of Independent Motion Picture Producers, both of whom engaged in the recent negotiations in London, interpreted for the board aspects of the agreement.

An "optimistic note" on film business prospects in Britain for the next six months was conveyed to the board by O'Hara. He said that an exceptionally fine array of feature product from both American and British studios scheduled for release during this period augured a strong box-office

(*Continued on page* 4)

Exploitation Tasks Assigned by COMPO

Exploitation experts of major film companies yesterday were assigned special duties in connection with the "Movietime U. S. A." campaign which the Council of Motion Picture Organizations will sponsor this fall.

The assignments were handed out at a meeting at the Motion Picture Association of America offices here

(*Continued on page* 5)

Support of Jubilee Continues to Mount

State and regional exhibitor groups continued yesterday to add their support to the all-industry "Movietime U. S. A." promotion campaign to be held under Council of Motion Picture Organizations auspices during October and November, COMPO reported here yesterday.

The office of Robert J. O'Donnell,

(*Continued on page* 5)

Senate Group Starts On Tax Bill Monday

Washington, Aug. 7.—The Senate Finance Committee will start executive session work on the 1951 tax bill on Monday, Chairman George (D., Ga.) disclosed here today.

Executive session work will run two to three weeks. Following that, the measure must pass the Senate and be compromised with a bill already passed by the House. The final bill is not expected to reach the White House until mid-September, with most of the provisions becoming effective on Oct. 1.

'U' Meeting Here Monday

Universal Pictures' sales executives, including the home office sales cabinet, division and district managers will hold a series of meetings in New York next Monday and Tuesday to map distribution plans for the balance of the year, C. J. Feldman, domestic sales manager, disclosed here yesterday.

Feldman will preside at the sessions which will also include a complete analysis of current marketing conditions in all territories.

Attending from the home office will be F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern; Irving Sochin, assistant to Feldman; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of the U-I special

(*Continued on page* 4)

Para.'s 'Confidence Parade' Begins Sept. 2

Paramount's "Confidence Parade of '51" will get under way on Sept. 2 and continue to Dec. 1, it was announced yesterday by A. W. Schwalber, president of Paramount Film Distributing Corp. Approximately $40,000 in prize money is being offered to winners of the sales drive.

Prizes will be distributed to the top 10 branch managers, sales managers, salesmen, booking managers, office managers and bookers, while the entire personnel of the three leading branches will earn an extra week's salary. In addition, a special "A. W. Schwalberg Fund" of $5,000 has been established to provide merit awards

(*Continued on page* 2)

Col. Gets NY Showcases

Chicago, Aug. 7.—Delegates to Columbia Pictures' national sales convention, being held here at the Drake Hotel, today heard company sales manager R. A. Montague report that it has concluded a deal with New York's Astor and Victoria theatres which will give Columbia initial claim on the two Broadway showcases for long-run pictures. The deal is similar to the Goldwyn-Selznick contract made with these theatres some time ago.

For many years, Columbia has been considering a permanent showcase for its top product where these films would be given proper attention and playing time, reported Montague, adding that in view of the long list of key productions announced for the coming year, and because of the recent pick-up in business, as evidenced by the extended New York runs of such films as "Born Yesterday" and "The Great Caruso," it has become imperative for the company to have such outlets available for long-run films.

According to the terms of the contract, Columbia may use all playing time of both houses. Since it is contemplated that both houses will be

(*Continued on page* 4)

Balaban and Blank List UPT Holdings

Washington, Aug. 7.—As of June 1, John Balaban held 12,000 shares of United Paramount Theatres common stock through the B. and J. Association, while his wife held another 11,900 shares, according to the latest report issued by the Securities and Exchange Commission.

The SEC report, covering holdings by officials in film industry stocks,

(*Continued on page* 2)

Lichtman Tops 1951 Pioneers Dinner

Al Lichtman, 20th Century-Fox executive, was named by the board of directors of the Motion Picture Pioneers to head the organization's 1951 annual dinner committee, it was announced yesterday by Jack Cohn, president of the Pioneers.

Lichtman will shortly announce the members of his committee so that he can get under way with arrangements and plans to mark the 12th annual festivity of the organization. The Starlight Roof of the Waldorf-Astoria

(*Continued on page* 2)

Full Football Schedule for Theatre Video

1st Complete Season Set With East's Top Colleges

The first complete season of college football games on theatre television will be presented this autumn, it was announced here yesterday by Nathan L. Halpern, president of Theatre Network Television. The period of presentation will run from Sept. 22 to Dec. 1.

The games to be televised by TNT will feature major Eastern college teams. Already signed by the company for the 1951 season are the U. S. Naval Academy, Princeton University, Pittsburgh University, Yale, Fordham, Columbia and Dartmouth. Other colleges which will participate in the theatre television program will be announced soon, Halpern said.

Representing what Halpern described as the largest program undertaking in theatre television to date, the games will be separate and different, he said, from those televised by broadcast networks into the homes.

The games will be selected weekly during the season in order to assure at least one top football game for the theatre television network each

(*Continued on page* 4)

Schwartz Sees B. O. Upbeat Broadening

Little pictures as well as the big ones are sharing in the current business upbeat at box-offices, Sol Schwartz, president of RKO Theatres, reported here yesterday. Schwartz returned to New York recently from a visit to RKO houses on the West Coast.

Business improvement still is most

(*Continued on page* 5)

Detroit Reports Business Increase

Detroit, Aug. 7.—Box office business has picked up generally according to many first-run theater managers. Subsequent-run houses have also reported favorable increases in revenue.

"Show Boat", now in its fifth week at the United Artists continues to do good business, having racked up an estimated gross of $82,500 to date.

(*Continued on page* 5)

Personal Mention

LOU J. KAUFMAN, Warner Theatres home office executive, left here yesterday for Cleveland and Pittsburgh.

•

Mrs. Leo Spitz, wife of the executive head of production at Universal International studios, will arrive in New York today en route to Stockholm, Sweden, where she will attend the annual meeting of the World Federation of United Nations Associations.

•

Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63 here, has been ill at home this week.

•

B. Helfand, treasurer of the New York Paramount Theatre, and his wife announce the birth of a son, Mark Russell, at Beth Israel Hospital.

•

Carleton Carpenter, actor, and Irving Drutman, publicist for Louis deRochmont, have returned to New York from Hartford, Conn.

•

M. L. Simons, of M-G-M's exhibitor relations department, is due back Friday from a visit to Atlanta.

SCTOA to Tackle FWC Resignation

Hollywood, Aug. 7.—The Southern California Theatre Owners Association board of directors at their next meeting will act on the resignation tendered by Fox West Coast Theatres, the largest circuit represented in the local Theatre Owners of America affiliate.

Although economy is mentioned in some quarters as the reason for the circuit's withdrawal, others believe that the recent legal suits directed against FWC by other SCTOA members bear an important relation to the move. FWC excutives were unavailable for comment today. It is locally reported that the circuit also resigned from the California Theatres Association in San Francisco. The SCTOA board is expected to meet next week.

McCarthy to Spain

Dublin, Aug. 7.—John McCarthy, vice-president of the Motion Picture Association of America, vacationing here following the London meetings on a new Anglo-U. S. film industry convertibility agreement, will leave for Madrid by plane on Thursday, where he is scheduled to conclude talks on a new American film agreement.

U-I Boston Premiere

The world premiere of U-I's "Thunder on the Hill," starring Claudette Colbert and Ann Blyth, at the Astor Theatre in Boston tonight will serve to launch more than 100 dates in the New England territory.

36 Short Subjects From 20th in 1952

Six Movietone sport reels, 30 Technicolor Terrytoons, of which four will be reissues, and 104 newsreel issues will be released by 20th Century-Fox in 1952, Peter Levathes, short subjects sales manager, reported here yesterday.

The sport reels and the newsreels will be produced under Edmund Reek, Movietone production head, while Paul Terry will continue to deliver the Technicolor cartoons.

Broadway Bows for 3 From 20th Set

Three more 20th Century-Fox productions will have their Broadway premieres here next week.

Leading off will be Darryl F. Zanuck's Technicolor production of "David and Bathsheba," which bows in at the Rivoli Theatre next Tuesday. The Klieg-lighted affair is expected to be attended by many notables, including Aubrey S. Eban, Israel Ambassador to the U. S., Milton Berle, Marlene Dietrich, Joyce Mathews, Mrs. Eleanor Roosevelt and many others.

"Meet Me After the Show," new Betty Grable Technicolor musical, will open at the Roxy on Aug. 15 and "The Guy Who Came Back," starring Paul Douglas, Joan Bennett and Linda Darnell, will start at the Palace on Aug. 16.

To Complete Mulvey Deposition Today

Taking of the deposition of James A. Mulvey, president of Samuel Goldwyn Productions, in the $8,750,000 treble damage action brought by the Society of Independent Motion Picture Producers against United Detroit Theatres and Cooperative Theatres of Michigan, continued in the Paramount Building here yesterday.

Mulvey was excused in mid-day to permit him to attend the meeting of directors of the Motion Picture Export Association, called to consider the proposed new remittance agreement with Britain. His deposition is expected to be concluded today. Questioning to date has been concerned largely with various exhibition terms for product in Detroit and elsewhere. SIMPP's action charges that the Detroit defendants discriminated against independent product in the matter of terms.

Lyman Heads New Citation Pictures

Hollywood, Aug. 7.—Abe Lyman, Al Rogell, Lew Cooper, Harry Arthur, III, and Herbert Silverberg have formed Citation Pictures Corp., with Lyman as president, to produce independently, beginning with "To the Victor," which Rogell will direct. Two pictures annually are planned.

Greene, Rouse Say Writers Can End Film Troubles

One solution to the industry ills lies in giving the writer more responsibility and more status, Clarence Greene and Russell Rouse, the producer-writer-director team, asserted here yesterday.

The writing is the most important factor of any film, the pair declared. "Given more responsibility, the writer in Hollywood could turn out better product," they averred. "If Compo and the studios fail to realize this the crisis will be heightened," they said.

Greene and Rouse pointed out that usually when the writer finshes the script he is detached from the production. They maintain wisdom decrees that the writer should be allowed to follow through all stages of production on to the completion of the picture.

The fact that motion picture studios can spend more time on writing gives the industry an advantage over television, they maintained.

Rouse and Greene, who have just completed "The Well" for Harry Popkin release through United Artists, said they plan to make three more within a year. Their next will be "The Thief," with shooting scheduled this fall. All will be released through U. A. The team expects to remain in New York for about three more weeks.

GPE Report Sales Of $7,654,493

General Precision Equipment Corp. and subsidiary companies report consolidated net sales of $7,654,493 for the three months ended June 30, 1951, compared with consolidated net sales of $6,779,814 for the quarter ended June 30, 1950.

Consolidated net income for the second quarter of 1951 amounted to $183,035, equal to 30 cents per common share, compared with consolidated net income of $195,662, or 33 cents per common share, for the second quarter of 1950.

Figures for the 1951 period are subject to year-end adjustment.

At the same time, company directors declared a dividend of 25 cents per share on the outstanding common stock, payable Sept. 14, 1951, to stockholders of record Aug. 24, 1951.

Roach Settlement at 60% Is Offered

Hollywood, Aug. 7. — Hal E. Roach, president of Hal Roach Studios, Inc., has dispatched letters to creditors offering to settle outstanding claims on a 60 per cent basis. The letters state, the deal by which the company will receive $200,000 from the television sale of "Our Gang" comedies, plus an expected $100,000 income tax refund, will place the studio in a position to operate profitably in making its own films for television if the creditors accept the settlement.

Newsreel Parade

THE West Point scandal and Waxey Gordon's arrest are current newsreel highlights. Other items include the Second Division in Germany, the Berlin Youth rally and sports. Complete contents follow:

MOVIETONE NEWS, No. 64—West Point story. Waxey Gordon seized. Killed riding Niagara Falls. Papal train moves after 100 years. New pumping plant. Sports: speed boat race, Babe Zaharias wins golf crown. Honor Gertrude Ederle.

NEWS OF THE DAY, No. 298—West Point scandal. Meets death riding Niagara Falls. Waxey Gordon in dope net. Gertrude Ederle honored. Lull in truce talks; war goes on. Babe Zaharias wins golf crown. Tragedy marks Gold Cup race.

PARAMOUNT NEWS, No. 101—Youth: the free and enslaved. Dare-devil's ill-fated ride over Niagara Falls. Scandal at West Point. Sport highlights: Fatal accident ends speed boat race, Babe Zaharias wins golf crown.

TELENEWS DIGEST, No. 32-A—Candid shots of Kaesong. Second division lands in Germany. Iranian talks. Waxey Gordon arrested as dope king. Interview with Bernard Baruch. Holland: Gen. Eisenhower views air power.

UNIVERSAL NEWS, No. 480—West Point scandal. New jets for Gen. Eisenhower. Korean souvenir rug creates furor. Gold rush in Georgia. Sports: Gold Cup tragedy, Middlecoff cops golf crown, daredevil rides to death over Niagara Falls.

WARNER PATHE NEWS, No. 103—West Point scandal. Second division in Germany. Marines battle on in Korea. Case of the Korean rug. Waxey Gordon arrested. Dies in drop over Niagara Falls. Red youth rally in Berlin. Junior UN meet. Speedboat classic.

Lichtman Heads

(Continued from page 1)

has been booked for the evening of Nov. 15 for the event.

As usual newly elected members of the Pioneers will be inducted at the annual dinner and the yet-to-be selected "Pioneer of the Year" will be honored.

In addition to Lichtman as chairman of the dinner committee a coordinating committee to function with the chairman consists of Jack Cohn, Harry Takiff, Marvin Kirsch and Bernard Estes.

Balaban & Blank

(Continued from page 1)

also showed that A. H. Blank held 4,095 shares of UPT common in his own name and another 500 shares through a trust account, while Robert B. Wilby held 1,034 shares.

Louis B. Mayer, according to the report, sold another 1,000 shares of Loew's common, dropping his holdings to 9,400 shares. At Columbia, A. Schneider gave away 700 shares of common, dropping his holdings to 7,766 shares, plus options for 12,500 shares.

'Confidence Parade'

(Continued from page 1)

for outstanding individual effort to those who are not members of a winning branch.

Among Paramount's top product in the "Confidence Parade" will be "Ace in the Hole," "Peking Express," "That's My Boy" among others.

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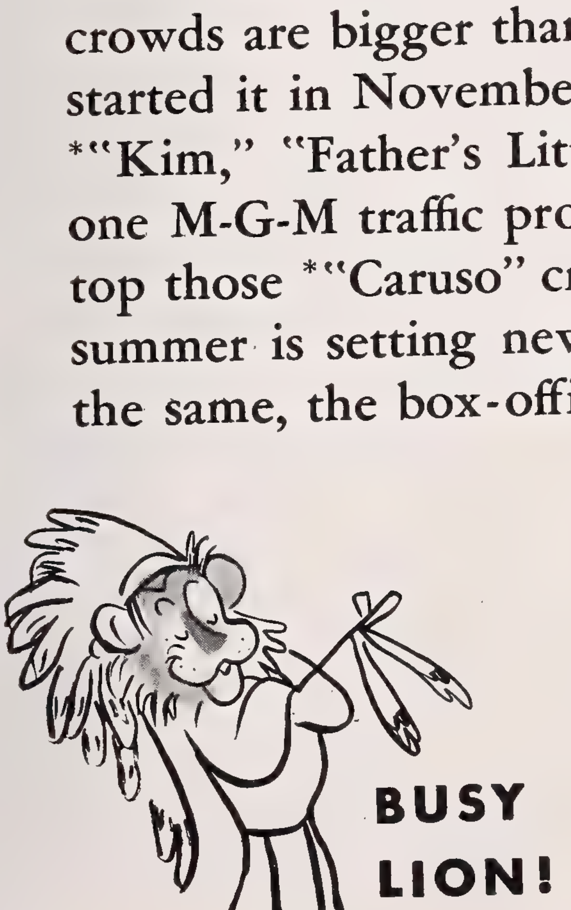
BUSIEST MAN OF THE YEAR!

Pity the poor traffic cop at Radio City Music Hall. It's been a nightmare for him. After 10 record-breaking traffic-jammed weeks of *"The Great Caruso," *"Show Boat" sailed in. The grosses and the crowds are bigger than ever. The traffic cop remembers that M-G-M started it in November with *"King Solomon's Mines" followed by *"Kim," "Father's Little Dividend" and *"Royal Wedding." It was one M-G-M traffic problem after another! He thought nothing could top those *"Caruso" crowds but *"Show Boat" in the hottest days of summer is setting new Music Hall records. All over the nation it's the same, the box-office toppers are M-G-M.



Big chief Leo, the Leader, has hit a stride unparalleled in film history. Soon you'll hear about the next big M-G-Musical *"An American In Paris." Meanwhile it's smart to know what's what with the company that's hot. Keep close tabs on the Trade Shows. Next: August 14th – "THE RED BADGE OF COURAGE" – *(The best film about the War Between the States since GWTW.)*; and August 20th – "THE PEOPLE AGAINST O'HARA" *(Spencer Tracy scores again!)*. Two important pictures you should see!

**(Asterisks denote Technicolor)*

Football TV

(*Continued from page* 1)

Saturday. The selection of the top game and possibly additional regional games each week will be made to enable the best possible test of theatre television as a possible solution to the television problem confronting the colleges.

It was pointed out that the colleges had decided after last season to declare a moratorium on unrestricted live home television for the 1951 season because it threatened the college athletic and economic structure, and to conduct instead limited experiments in home television, theatre television and other forms of television this year.

In this test of a full college football schedule on theatre video, Halpern said, television will bring to theatre-goers sports events which would not be available to them otherwise.

The program, a part of the experimental television plan encouraged and approved by the National Collegiate Athletic Association for 1951, was developed in negotiation with the individual colleges after the initial plan was approved by the NCAA Television Committee.

The NCAA committee is under the chairmanship of Admiral Tom Hamilton, director of athletics of Pittsburgh University. Other members include Ralph Furey, Columbia; Robert Hall, Yale; Max Farrington, George Washington University; Willis O. Hunter, University of Southern California; Edward Krause, Notre Dame; Reaves E. Peters, commissioner of the Big Seven Conference; Howard Grubbs, commissioner of the Southwest Conference, and E. L. Romney, commissioner of the Mountain State Conference.

CBS Gridiron Roundup Program Returns to Air in September

Columbia Broadcasting reported here yesterday that "all that is important and exciting in the major football games across the nation" will be brought to CBS radio network listeners again this season on the three-hour broadcast of the "G. E. Football Roundup" each Saturday for eight successive weeks, beginning Sept. 29.

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Review

"The Magic Face"

(*Columbia*)

IS Adolf Hitler dead? If so, how did he die? Around these questions have flowered many theories, and none, perhaps, is more interesting than the one postulated in this beguilingly titled production of Mort Briskin and Robert Smith. The exhibitor who is keeping his eyes open for "something different" to offer his patrons may find here an unusual item that is not only manifestly exploitable but which tends to captivate purely on the basis of the serious logic it lends to the wealth of speculation surrounding the fate of one of history's most infamous characters.

William L. Shirer, the celebrated news correspondent and lecturer, who spent many years in Berlin supplying American papers with day-by-day accounts of Hitler's progress to power, adds the authority of his name to the strange answers contained in "The Magic Face." Reciting before the camera amid Berlin's war-created rubble, he prefaces the story with a few comments that carry briefly into the flash-back unfoldment.

The story which Briskin and Smith wrote claims that Hitler's downfall and the downfall of Nazi Germany was brought about by one of the Fuehrer's valets, an anti-Nazi German who wormed his way into the job, killed Hitler and assumed the latter's identity. Not very logical? On the face of it, no; but consider that the valet was a former actor-impersonator whose reason for revenge on Hitler was that the Nazi leader stole the valet-to-be's wife. Under Frank Tuttle's capable direction, and with Luther Adler in the dual role of Hitler and the valet, it all come off quite convincingly. The only unfavorable aspect, production-wise, was in the choice of Patricia Knight as the actor's wife who becomes Hitler's mistress; she is hardly the German type she is expected to represent. Adler, on the other hand, makes a first-rate ranting Hitler, and very likely will become the center of much discussion in this connection after the picture goes into release. The cast is well rounded out by many others, including Ilka Windish, Heinz Moog, Peter Preses, Manfred Inger, Jasper Von Oertzen and Charles Koenig.

Running time, 89 minutes. General audience classification. For September release.

Charles L. Franke

Clemente Aims TV Probe At Theatres

Washington, Aug. 7.—Rep. Clemente (D., N. Y.) said, here today that he definitely had exclusive theatre telecasts in mind when he included in his proposed investigation of boxing in the U. S. the question of unreasonable restraint on the telecasting of boxing measures.

Clemente yesterday introduced in the House a resolution calling for a special House Committee to investigate various aspects of boxing. The TV question is one of the subjects he proposed investigating.

Reached today, he said that he had received many complaints from home TV set owners that boxing matches were being shown only at theatres for an admission price, and that he wanted to find out how the theatres sewed that deal up. Personally, he declared, he would like to amend the laws so that "no one can cut out people with TV sets like that."

'U' Meeting

(*Continued from page* 1)

films division; Maurice A. Bergman, director of public relations, and F. T. Murray, head of branch operations.

Attending from the field will be P. F. Rosian, from Cleveland; Manie M. Gottlieb, Chicago; John J. Scully, Boston; Barney Rose, San Francisco; James V. Frew, Atlanta; Henry H. Martin, Dallas; David A. Levy, N. Y.

Goldenson on the Air

Leonard Goldenson, president of United Cerebral Palsy and president of United Paramount Theatres, will be interviewed by Taylor Grant on his Headline Edition program Friday evening over the ABC network. Goldenson will report on the progress of UCP efforts in connection with the third anniversary of its founding on Aug. 12.

TV Fund Co. Sets New High in Assets

Chicago, Aug. 7.—Figures released here yesterday reveal that Television Electronics Fund Inc., a mutual fund investing in companies in the television and electronics fields, has set new high in total net assets of $7,153,000; in net assets per share, $13.14; and in shares outstanding, 544,194.

A dividend of 15 cents per share will be paid Aug. 28, making a total of 45 cents for the year to date.

The fund sold its shares of Loew's, Inc., during the quarter, thus retaining only Walt Disney Productions of a once fairly representative group of film stocks, which once included Paramount Pictures, 20th Century-Fox, and Warner Brothers Pictures.

Columbia Showcases

(*Continued from page* 1)

booked only with long-run pictures, a portion of Columbia's program will continue to be exhibited at other leading Broadway houses.

In commenting on the agreement, Maurice Maurer, managing director of both theatres, which are owned by City Entertainment Corp. has said: "In view of our experiences with Columbia product in the past, especially with such long-run hits as 'Born Yesterday' and 'All the King's Men,' we have complete confidence that Columbia's forthcoming product will make this relationship a long one."

Initial films have been set for both theatres, the Astor getting the Louis deRochemont production, "The Whistle at Eaton Falls", and the Victoria the Sidney Buchman production, "Saturday's Hero."

Bugie Joins Monogram

Cincinnati, Aug. 7.—L. J. Bugie, former branch manager of 20th-Fox here, has joined the sales force of Monogram here.

New UK Pact

(*Continued from page* 1)

and brightened the outlook in British film industry circles.

Terms of Pact

Main terms of the pact, which will run for two years, starting Oct. 1, 1951, provide for continuation in the basic remittance of $17,000,000 annually from U. S. companies' film earnings in Britain; a remittable increase from 23 per cent to 33 1/3 per cent of the amount of money expended by American film companies on film production in the United Kingdom, and additional earnings based on whatever sums accrue to American film interests under the new Eady Tax Plan, with a minimum guarantee of $4,000,000 annually. At the end of the first year of the agreement, either side may at its option reopen the negotiations.

O'Hara paid tribute at yesterday's meeting to Mulvey for his contribution to the London negotiations as well as to the two other members of the American negotiating team, John G. McCarthy, MPEA vice-president, and Fayette W. Allport, Motion Picture Association of America International Division representative in England.

The London discussions, which lasted three weeks, were carried on in a friendly and cordial atmosphere, O'Hara said.

Those Attending

Present at yesterday's meeting, in addition to O'Hara and Mulvey, included:

Edward Morey, Bernard Gates and William Osborne, Allied Artists; Bernard E. Zeeman, Columbia; Nicholas M. Schenck, J. Robert Rubin, Morton A. Spring and George Muchnic, Loew's; Barney Balaban, Austin C. Keough, George Weltner and J. William Piper, Paramount; Ned E. Depinet, Phil Reisman and William H. Clark, RKO Radio; Theodore R. Black and Douglas Yates, Republic; W. C. Michel and Emanuel Silverstone, 20th Century-Fox; Al Lowe, United Artists; J. J. O'Connor, Leon Goldberg, Americo Aboaf and Felix Sommer, Universal; Sam Schneider and John J. Glynn, Warner Brothers.

From the MPEA and MPAA were: Fred W. DuVall, Sidney Schreiber, Theodore Smith and George Canty.

Also present was Theodore S. Hope of the law firm of Donovan, Leisure, Newton, Lumbard and Irvine.

Wins Appeal from U.K. Quota Fine

London, Aug. 7.—B. T. Davis, former president of Cinematograph Exhibitors Association and operator of a small circuit in the Birmingham area, won an appeal from a £50 fine imposed last April for a film quota violation by one of his smaller theatres, thereby establishing a precedent which the trade believes will lead to numerous appeals by exhibitors charged with quota violations.

Davis's defense was simply that he couldn't find suitable films with which to meet the quota. The Board of Trade's lawyer produced statistics of films which he claimed were suitable. The Birmingham court, however, commented that the theatre's patrons did not want anything educational, artistic, clever, learned or "high-falutin." That circumstance, it said, kept down the number of films which were available to Davis.

Business Continues Good in Chicago

Chicago, Aug. 7.—Two new pictures are continuing to do sensational business here. "Kon-Tiki" went over $1,000 at the Surf last night and should break the house record of $8,500 for a week by close to $1,500. At the Palace, headed for its best week in several years, "Alice in Wonderland" is running ahead of the first session of "Cinderèlla," and should top $40,000 for the week.

Detroit Business

(*Continued from page* 1)

"Cyrano", playing at the 1,800-seat Adams at popular prices, returned a strong $13,500 in its first week and $10,500 the second.

The Michigan, with a seating capactiy of 4,000 enjoyed a healthy $18,000 for "On Moonlight Bay" and "Hurricane Island" in a first week. The bill is holding over.

Subsequent-run managers report an increase in business during the past few weeks. They attributed part of the rise to Detroit's 250th birthday celebration which drew thousands of outstaters into the city.

Drive-ins report business continuing favorably.

Over 200 neighborhood theaters have put into operation a new plan devised by 20th-Fox in co-operation with 100 Detroit exhibitors with hopes it will bring a still better increase in the box office.

The plan, which went into effect last Sunday, provides for a wider selection of programs and a longer opportunity to see pictures during their Detroit runs.

Upbeat Broadening

(*Continued from page* 1)

marked where and when the so-called "hit" pictures play, Schwartz observed, adding that such pictures nevertheless are doing better now than would have been expected of them last spring. In addition, he said, the "little pictures, too, are doing better than they were a few months ago."

The RKO Theatres head said that forthcoming product from most companies promises to maintain the box-office improvement and to accelerate it.

Support of Jubilee

(*Continued from page* 1)

national campaign director, received wires from Trueman T. Rembusch of Indiana, national Allied president; B. F. Shearer of Shearer Theatres of Seattle, and Dale H. Danielson, president of the Kansas-Missouri Theatre Association, outlining plans for campaigns in their areas.

Rembusch wired that a committee representing all Indiana exhibitor organizations and distributors had set Aug. 21 as the date for a meeting of exhibitors in the state at which detailed plans for Indiana's participation in the campaign would be worked out. It is expected that O'Donnell, Arthur L. Mayer, executive vice president of COMPO, or Robert W. Coyne, COMPO special counsel, will address the meeting.

COMPO Names Exploiteers

(*Continued from page* 1)

by Charles Simonelli, general exploitation chairman of the all-industry drive.

The exploitation to be handed by Simonelli's committee will be apart from specific special events already set up for the campaign, such as star tours, the opening dinner and a national radio broadcast. It will consist of stunts, contests and other means of ballyhoo that can be used by local exhibitors or by city and state exhibtors banding together. Several national tie-ups are also contemplated by the Simonelli committee.

Tasks allotted exploitation men are as follows:

Radio and television contests, Simonelli; newspaper contests, Rodney Bush, 20th Century-Fox; theatre contests, Abe Kronenberg, Warner Brothers; cooperative advertising and local tie-ups, Bob Kaufman, Paramount; local ballyhoo and stunts, Morrie Krushen, United Artists; educational outlet, Charles Steinberg, Warner Brothers; material for children, Dan Terrell, M-G-M; promotion of special events of a national nature, Al Rylander, Columbia; speakers bureau, Leon Bamberger, RKO; statewide prize contests, Kronenberg and Rylander.

The "Movietime U. S. A." committee on the Coast, now functioning under the direction of Sam Briskin, has been asked to enlist the help of studio talent in the writing of a song that can be used in the campaign. It was agreed that in making national merchandizing tie-ups from now on all companies will request advertisers to use a slug line "It's Movietime U. S. A.—Go to a Movie Theatre Today."

Barret McCormick, chairman of the campaign pressbook committee, announced that the book and a full line of campaign accessories will be handled by National Screen Service. Simonelli's department at Universal will be responsible for the creation of special accessories which can be produced locally by individual exhibitors. These will be listed in the pressbook.

Bruce Steinmetz, 65, IATSE Organizer

Bruce I. Steinmetz, 65, secretary-treasurer of District No. 1 of the IATSE, died yesterday of a heart attack in his home town of Great Falls, Mont., "IA" headquarters here reported.

Shearer advised that a committee representing distributors and exhibitor organizations of the Seattle territory will meet this week to determine the date of a statewide rally and the appointment of a publicity chairman.

Two rallies may be held in Kansas, according to Danielson, who wired O'Donnell that flood conditions had delayed the calling of a preliminary committee meeting until Aug. 14. At that time, he suggested, it is possible that the committee will decide to hold one meeting in Kansas City for exhibitors of the eastern end of the state and another in Central Kansas.

Previously reported as organizing state or regional drives, are Texas, New England, Michigan, Utah, Louisiana, for the Gulf States, and Western Pennsylvania. An early meeting is also scheduled for exhibitors of Eastern Pennsylvania.

Variety Convention Set for April 28

Marc J. Wolf, international chief barker of the Variety Clubs, has received word from Las Vegas, Nev., that the tent in that city has started working on the international convention which will be held there next year, April 28 to May 1, inclusive.

General convention chairman Jake Kozloff will be assisted by Wilbur Clark as head of the journal committee and Ben Goffstein as head of the executive and steering committee.

Wolfberg Plans TV Theatre in Denver

Denver, Aug. 7.—Broadway Theatre, owned by Wolfberg Theatres, is set to become the first all-TV showhouse in this area with arrangements completed in New York by John Wolfberg, general manager, who made plans to show top television shows of ABC, NBC and CBS.

Television signals will be sent to Denver from Omaha, Western video terminal, by microwave, and by coaxial cable to the theatre. Four Wolfberg drive-ins may be hooked in later. Transmission costs, according to Wolfberg, would run to $17,500 a month.

Senate Committee Urges Approval of Three Tax Treaties

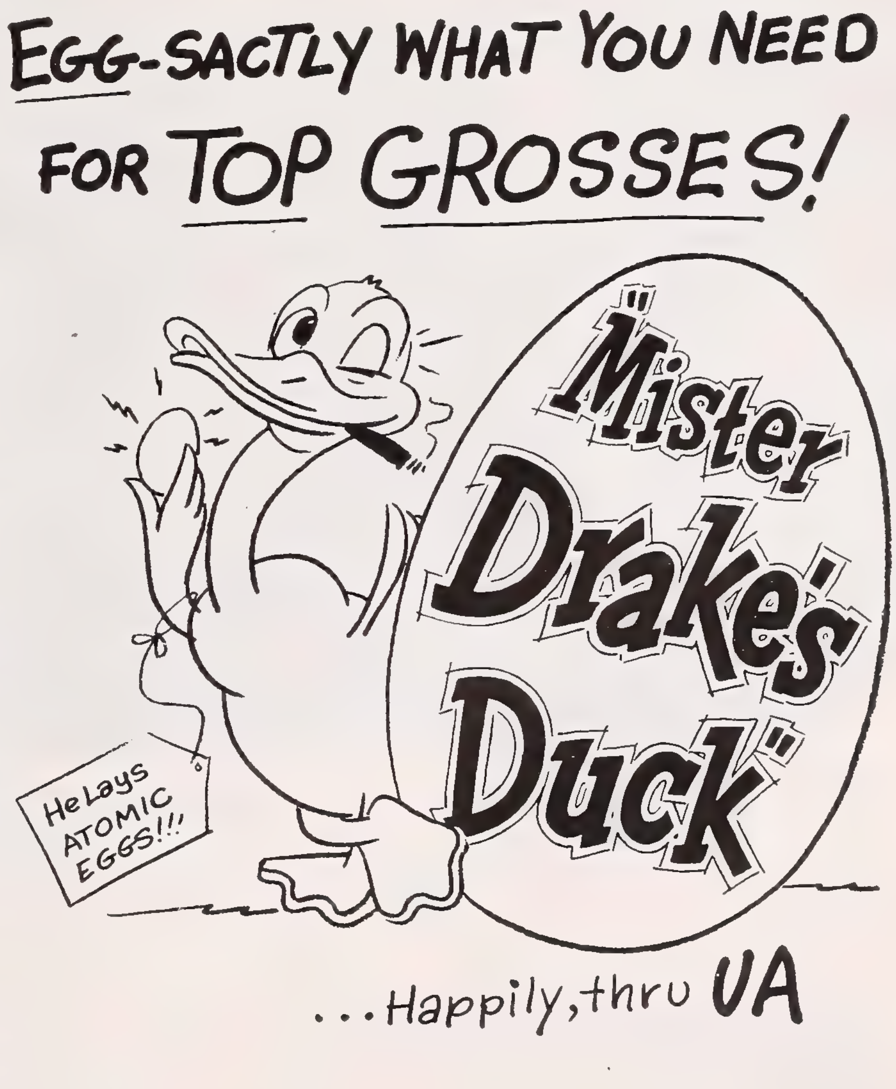
Washington, Aug. 7.—The Senate Foreign Relations Committee has recommended that the Senate approve tax treaties with Ireland, Switzerland and Norway that will end double taxation on film rentals in those countries.

At present, rentals are taxed both in those countries and in the U. S. Under the new conventions, they would be taxed only in the U. S.

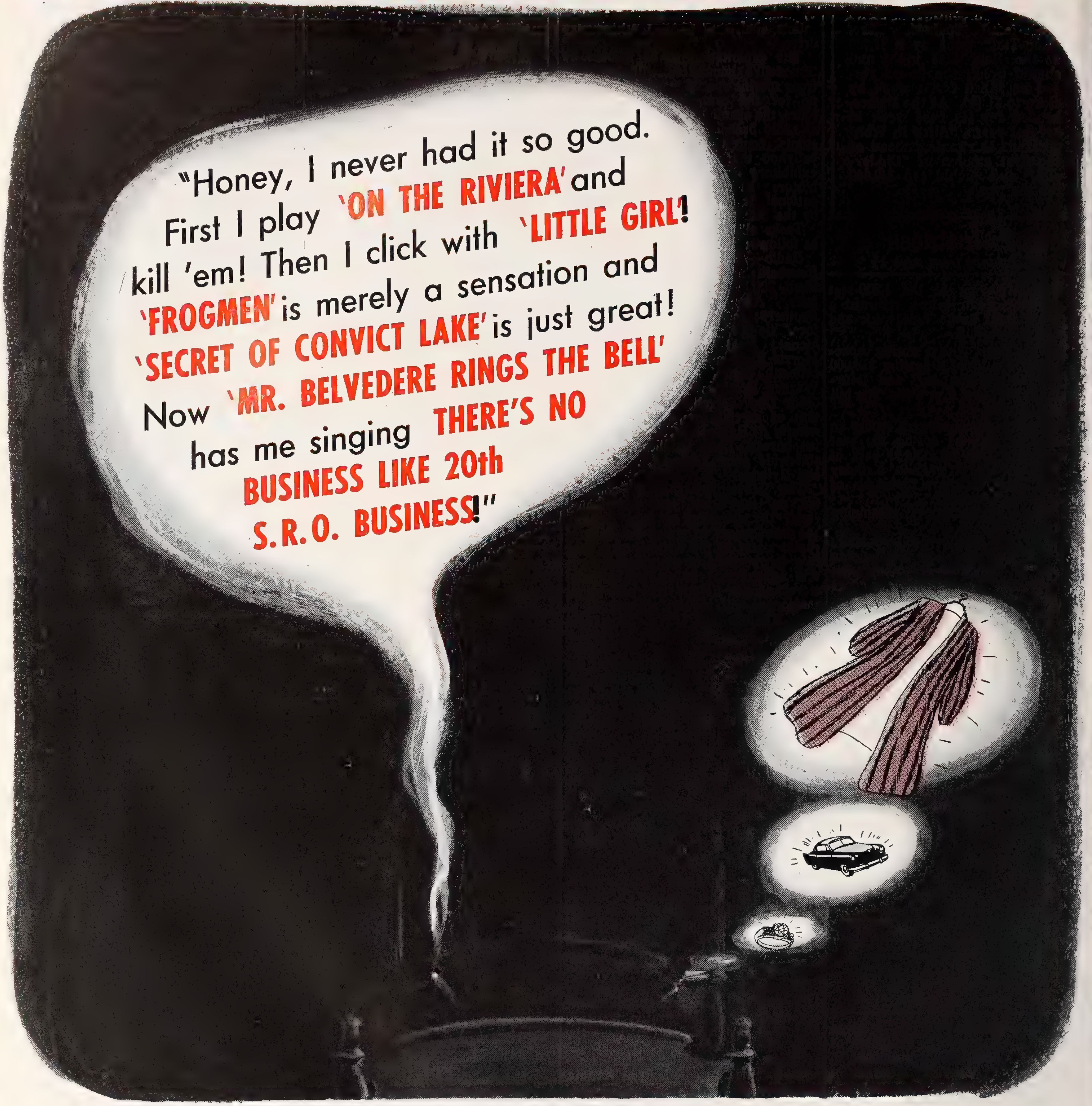
The Committee has also recommended that the Senate insist on clauses in tax treaties with the Union of South Africa, Canada, New Zealand and Switzerland that would lighten the tax load of stars and other entertainers who make personal appearances in those countries. At present, entertainers are taxed by these countries for any earnings there, no matter how short a time they are in the country. The proposed tax treaties would continue this set-up, but the Senate Committee wants a provision in the treaties that would make the entertainers subject to foreign taxes only if they are in the country for more than half a year—the treatment, which is now afforded businessmen.

Engage Leonidoff

Toronto, Aug. 7.—Leon Leonidoff, Radio City Music Hall senior producer, again has been engaged as producer of the grandstand show of the 67th annual Canadian National Exhibition to be held here Aug. 24-Sept. 8.


EGG-SACTLY WHAT YOU NEED FOR TOP GROSSES!
"Mister Drake's Duck"
He Lays ATOMIC EGGS!!!
...Happily, thru UA

PEOPLE WILL TALK!*


"Honey, I never had it so good. First I play 'ON THE RIVIERA' and kill 'em! Then I click with 'LITTLE GIRL'! 'FROGMEN' is merely a sensation and 'SECRET OF CONVICT LAKE' is just great! Now 'MR. BELVEDERE RINGS THE BELL' has me singing THERE'S NO BUSINESS LIKE 20th S.R.O. BUSINESS!"

*PREVIEW AUDIENCES ARE CHEERING THE NEW **ZANUCK-MANKIEWICZ** HIT **CARY GRANT** AND **JEANNE CRAIN** IN **"PEOPLE WILL TALK"!**

YES! *People are talking plenty about 20th Century-Fox!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 28 — NEW YORK, U. S. A., THURSDAY, AUGUST 9, 1951 — TEN CENTS

N. Y. Theatres To Get First Fight Telecast

15 Houses to Show the Louis-Bivins Battle

For the first time in the theatre elecast prizefight series, theatres n the New York City area and n Boston will be included in the theatre television network, it was disclosed here yesterday by Nathan L. Halpern, president of Theatre Network Television. They will show the telecast of the Joe Louis-Jimmy Bivins heavyweight bout, which will be carried exclusively by theatre television tarting at 10:30 P.M. (EDST) next

Nathan L. Halpern

(*Continued on page 4*)

UPT-ABC Hit Opposition

WASHINGTON, Aug. 8. — United Paramount Theatres and American Broadcasting Co. today opposed the petition of five theatre companies affiiated with Fanchon and Marco to ntervene before the Federal Communications Commission in opposition to he proposed UPT-ABC merger.

UPT and the broadcasting network old the FCC today that the five heatre companies had not cited any eason or rule to back up their right

(*Continued on page 2*)

Johnston Plans MPA Return on Schedule

Washington, Aug. 8. — Eric Johnston has no plans to ask for an extension of his nine months leave as president of the Motion Picture Associaiton of America, granted last Jan. 17, and presumably will resign as Economic Stabilization Administrator prior to its expiration, Oct. 17, it was stated here today.

Neu Seeks New Ruling to Assure the Delivery of Steel for Equipment

Washington, Aug. 8. — Oscar Neu, head of Neumade Products Corp., manufacturers of theatre equipment, is here from New York to try to obtain from National Production Authority officials a new ruling which would assure the delivery of steel for theatre equipment within a specified period.

Under the present system of steel allocation based on quarterly requirements, all theatre equipment manufacturers have been faced with an identical problem, namely, with allocations officially assigned it is still impossible to place an order with a prime steel supplier with assurance of delivery within the time limit specified on the allocation. It is Neu's intention to obtain a ruling on this condition in order that a serious production handicap can be eliminated throughout the industry.

Life *Visits Films' Funeral; Takes Television Along*

With theatre attendance increasing for the third consecutive month, *Life* magazine, in the issue on the news stands today, has television re-burying the motion picture industry. In the same issue, at least two film companies have costly advertisements intended to sell forthcoming pictures.

The *Life* article, written by Robert Coughlan, is headed: "Now It Is Trouble That Is Supercolossal in Hollywood." A subhead reads: "The population of the U. S. has increased by more than 28 million, the national income has tripled. But theatres are closing all over the nation and the moving picture business keeps going downhill."

Embroidering that is a two-page spread of photos of closed theatres in widely separated sections of the country (one of the Ventura, Ventura, Cal., has this message on its marquee: "At the Ventura Theatre — Movies Are Better Than Ever." The end of the marquee displays the notice: "Closed.")

In juxtaposition, for effective contrast, is a photo of a waiting line at

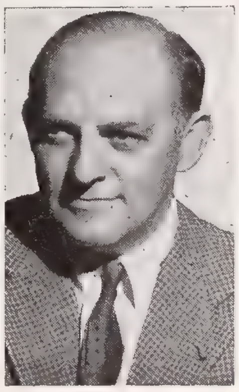
(*Continued on page 4*)

Harry Cohn Tells Convention of Business Upturn

CHICAGO, Aug. 8.—Predicting that "down-in-the-mouth" talk in our industry is due for a change, Harry Cohn, president of Columbia Pictures, today addressed the Columbia annual sales convention now in session at the Drake Hotel.

Cohn, with Stanley Kramer and Sam Katz of the Stanley Kramer Co., brought first-hand word from the studio to the sales meeting, which was conducted by general sales manager, A. Montague.

"There are a lot of great pictures



Harry Cohn

(*Continued on page 2*)

NPA Issues New Interpretations

WASHINGTON, Aug. 8.—An exhibitor must get government permission to build a new theatre even if he has on hand all the metals needed to build it, the National Production Authority said today.

However, it added, such an exhibitor

(*Continued on page 4*)

Showmen View New Theatre TV System

A demonstration of TV Exhibitors Corporations' large screen television was held here yesterday for exhibitors at the New Amsterdam Theatre Roof. Another demonstration will be held this afternoon.

First deliveries of the auditorium-

(*Continued on page 4*)

New '3-Step' Jubilee Debut Set by COMPO

Substitute A Broad-scale Plan for Banquet Idea

Plans for the "kick-off" of the Council of Motion Picture Organizations' "Movietime U.S.A." campaign were revised yesterday at a meeting here of COMPO officials and the advertising-publicity directors of the distribution companies. Instead of a "kick-off" banquet featuring an address by President Truman, the campaign launching will take the form of a three-step debut consisting of:

(1) A nationwide radio broadcast, (2) a fanning-out of 100 or more industry personalities from the 48 state capitals following meetings with all governors; (3) high-powered advertising in 1,800 daily newspapers across the country.

The revised plans were disclosed by Robert J. (Bob) O'Donnell, national director of the industry jubilee box-

(*Continued on page 4*)

Col. Loan Cut By $700,000

In a document issued yesterday on the status of the company's loan indebtedness, Columbia's management reported notes outstanding in the amount of $6,500,000 following a payment of $700,000 to four financial institutions, the First National Bank of Boston, Bank of America, National Trust and Savings Association and the Manhattan Company.

On Nov. 6, 1950, effective as of

(*Continued on page 4*)

20th's Stockholders To Meet on Oct. 2

Stockholders of 20th Century-Fox will shortly receive a notice to attend a special meeting to be held at two P.M. on Tuesday, Oct. 2 at the company's home office here to vote on the plan of corporate reorganization to meet the requirements of the consent decree made with the Department of Justice.

Personal Mention

JOHN P. BYRNE, M-G-M's Eastern sales manager, is due back in New York tomorrow from New Haven and Philadelphia.

•

HERBERT COPPELMAN, general manager of Ralph E. Snider Theatres of New England, has been named chairman of the exhibitor division for the forthcoming Greater Boston Community fund campaign drive.

•

AL HORWITS, studio publicity director of Universal-International, is in New York from Hollywood.

•

GEORGE JESSEL, 20th Century-Fox producer, will arrive in New York from Hollywood on Saturday.

•

JAY EISENBERG, of M-G-M's legal department, has returned from a Canadian vacation.

Paramount's Film Booked Into Globe

Paramount's "Rhubarb", first William Perlberg-George Seaton production, will be the next attraction at Harry Brandt's Globe Theatre here, following the run of the "Secret of Convict Lake". This is another in a succession of Paramount productions which have been sold away from the now independent Paramount Theatre in Times Square which heretofore has been traditionally Paramount's Broadway showcase.

'David' Press Book Is Goliath, Too

A "goliath" of a press book on "David and Bathsheba" has been completed by 20th Century-Fox and is ready for distribution.

The 24-page publication is 16 by 22 inches in size, and is described by the company as its most ambitious campaign planning in many years.

UPT-ABC Hit

(*Continued from page* 1)

to intervene, that the companies actually had no right to intervene, and that if the merger application should be set for hearings the companies would have the right to appear as witnesses.

Intervening would give the F. and M. companies the right to file briefs, cross-examine witnesses and take other actions not possible if they were only witnesses.

ABC and UPT today also formally notified the Commission of the action of their stockholders approving the merger and the fact that ABC's affiliated stations had unanimously endorsed the merger. The following votes were given to the FCC: ABC shares voted in favor of the merger, 1,360,992; against, 4,584; UPT shares voted for the merger, 2,519,840; against, 23,890.

Atlas Scoffs at Report It Seeks RKO Control; Deal for 76,500 Shares Year Old

Atlas Corp. and RKO Pictures' officials yesterday scoffed at recently published trade reports that Atlas is "re-entering" RKO and intimating a contest by Floyd B. Odlum of Atlas to wrest control of RKO from Howard Hughes. The stories were based on Atlas' recently released report showing that it held 76,500 shares of RKO Pictures common stock in its portfolio.

Atlas actually contracted to purchase the stock almost a year ago, prior to the RKO divorcement, on a when, as and if-issued basis, and early last January duly fulfilled its commitment when the new RKO Pictures company securities were issued.

On Oct. 9, 1950, *Motion Picture Daily* reported that Atlas had notified the Securities and Exchange Commission "that it has entered into contracts on a when, as and if-issued basis for 76,500 shares of stock in the new RKO Pictures Corp. to be formed following divorcement of the theatre company next Jan. 1. The price to be paid for the stock is $259,375" (about $3.50 per share).

An Atlas spokesman said yesterday the stock was purchased as a routine investment and no additional purchases have been made since.

Settle Percentage Actions vs. Miner

SUPERIOR, Wisc., Aug. 8 — Eight percentage actions brought by distributors in Federal Court here, and involving the George Miner circuit of 14 theatres, have been settled.

Each was concluded upon the filing of a court order of dismissal based on a stipulation by attorneys to the effect that the claims involved had been fully compromised and agreed upon.

The actions involved were among the oldest litigated matters of this type still active. Seven of the actions were originally filed in Sept., 1946 against the late George Miner and his theatre operating corporations, and the eighth action, by Columbia, was filed in 1948.

David Shearer of the Minneapolis law firm of Shearer, Byard, Trogner and Peters represented the plaintiffs, along with Crawford and Crawford of this city, and Sargoy and Stein of New York, associated as counsel. Coe and Cameron, represented the defendants.

Blumenstock West For 'Sun' Opening

Sid Blumenstock, assistant director of advertising-publicity for Paramount, will leave here over the weekend to cover the Los Angeles and San Francisco premieres of George Stevens' "A Place in the Sun."

The film, which stars Montgomery Clift, Elizabeth Taylor and Shelley Winters, will have its world premiere on Tuesday evening at the Fine Arts Theatre in Los Angeles. The San Francisco kick-off will take place on Friday, Aug. 17, at the St. Francis Theatre.

Blumenstock's Coast visit will also include conferences with studio executives on advertising.

Hurley Joins Firm

Ed Hurley, ex-newspaperman and motion picture press agent, has joined the public relations firm of Jay Russell Associates in an executive capacity.

Mrs. Goldenson's TOA Group Meets

Mrs. Leonard Goldenson, wife of the president of United Paramount Theatres, was hostess at a reception held here yesterday for the women's committee for the Theatre Owners of America convention and trade show, of which she is chairlady. The convention and show are scheduled to be held at the Hotel Astor, Sept. 23-27.

Discussed at the reception yesterday was the tentative program of entertainment for the women who will attend the convention with their exhibitor-husbands. This program has been in work for the past month in preparation for presentation and discussion of the women's committee and includes a widely diversified program of events especially designed to appeal to the ladies.

Included are sight-seeing tours, a special matinee at the Music Hall, a fashion show luncheon, a celebrity-tea party at which columnists and stars will participate, tours, radio and television stations, shopping tours, cocktail parties and other events. The women will participate in the Coca Cola Show Boat party and the final banquet.

The committee also consists of the following: Mrs. Si Fabian, Mrs. George Skouras, Mrs. Walter Reade, Jr., Mrs. Chick Lewis, Mrs. Philip Harling, Mrs. Harry Brandt, Mrs. Robert Dowling, Mrs. Maurice Miller, Mrs. Jay O'Leary, Mrs. Russell Downing, Mrs. Samuel Rinzler, Mrs. Samuel Rosen, Mrs. Edward Rugoff, Mrs. Fred Schwartz, Mrs. Sol Schwartz, Mrs. Sol Strausberg, Mrs. Joseph Vogel, Mrs. Frank Walker, Mrs. Robert Weitman, Mrs. Gael Sullivan, Mrs. Herman Levy, Miss Norma Fabian, Mrs. Henry Stampelman, Mrs. Jack Yellin, Mrs. Felix Coste, Mrs. A. J. Balaban, Miss Mary Becker, Mrs. A. N. Steele. Mrs. George Dembow, Mrs. Herman Robbins, Mrs. Walter Vincent, Mrs. Aghana Sweeney and Mrs. Harold Blumenthal.

Si Fabian, general chairman for the convention and Miss Winifred Cutler, executive convention secretary, attended yesterday's session as guests of Mrs. Goldenson.

Berle at Roxy 2 Weeks

Milton Berle will start a special two weeks' engagement on the stage of the Roxy Theatre next Wednesday. The new show will include his own revue.

SAG, TVA Ready To End Differences In Peace Move

The Screen Actors Guild and the Television Authority, long-time rivals for jurisdiction over actors appearing in films for television, appeared yesterday to be ready to patch up their differences.

Alfred Harding, Actors Equity official, reported that the international board of the Associated Actors and Artists of America at a meeting held Tuesday night in New York adopted a resolution aimed at a peaceful settlement between TVA and SAG, both Four-A's member organizations.

Harding said the following were represented at the meeting: SAG, Screen Extras Guild, Equity, American Federation of Radio Artists, American Guild of Variety Artists, Chorus Equity and TVA.

Paul Dullzell, Four-A's international president, was authorized to make public anouncement of the resolution, which Harding said was as follows:

"Whereas, SAG has officially notified the international board by telegram and by its representatives that in the event the National Labor Relations Board decides in NLRB Case No. 2-RC-2334 (involving films which the TV networks may make) that all performers employed by the networks are in one unit, SAG will not appear on the ballot in such case and will withdraw from the election; and, whereas TVA has informed the international board that it will not appear on the ballot and will withdraw from the election in NLRB Case No. 2-RC-2795 (involving the 10 producers of film in New York City), now, therefore, be it resolved that the international board approves of and is gratified by the positions taken by the organizations and requests that further meetings between TVA, SAG and SEG take place to promote the collective bargaining interests of all performers in the Four-A's."

SAG recently won overwhelmingly an NLRB election on the Coast involving the Hollywood producers who make films for TV.

Fine's Fifth Drive-in

CLEVELAND, Aug. 8.—Meyer Fine, head of Associated Circuit, has purchased the Mid-city Drive-in at Harrisburg, Ohio from Irving and Jerome Reinhart, bringing to five the number of outdoor theatres in his circuit, which also owns and operates 20 indoors theatres.

Harry Cohn

(*Continued from page* 1)

in Hollywood today," said Cohn, "and increasing activity at many of the studios. I am happy to say that at our studio things look very good. Our current schedule calls for an all out production effort and will require all 20 of the studio sound stages."

Kramer outlined his plan for the first six Kramer productions for Columbia release. These include "Death of A Salesman," "The 5,000 Fingers of Dr. T," "The Four Poster," "The Happy Time," "My Six Convicts" and "The Sniper."

Katz also struck a note of optimism for the industry in his talk. He pointed out that the 50 million people who attended theatres each week during the worst periods in the film business are concrete evidence of a commodity which the public wants.

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WARNER BROS. RING UP
ANOTHER TRIUMPH FOR THE INDUSTRY
WITH 'THE LOVE STORY THAT RINGS
VICTORY BELLS IN YOUR HEART'!

WORLD PREMIERE

AUGUST 14TH
AT THE WARNER THEATRE
NEW YORK

Force of Arms"

THE MOST BEAUTIFUL LOVE STORY EVER TOLD!

SILVER ANNIVERSARY
1926 Warners 1951
OF TALKING PICTURES

RCE OF ARMS"
ng
LIAM HOLDEN
CY OLSON
NK LOVEJOY
ENE EVANS · DICK WESSON
ted by MICHAEL CURTIZ
ed by ANTHONY VEILLER
Play by ORIN JANNINGS
y Max Steiner

TRADE SHOWINGS AUGUST 16

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M

CLEVELAND
Warner Screening Room

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building

Chicago Sets Jubilee Plans

CHICAGO, Aug. 8.—Plans of leading Chicago exhibitors and distributors to join the Council of Motion Picture Organizations' fall drive, "Movietime U. S. A.," got off to a flying start here today with a meeting in the offices of John Balaban, president of Balaban and Katz.

Participating in the discussion were Balaban; Jack Kirsch, president of Allied Theatres of Illinois; Dave Wallerstein, general manager of B. & K.; William K. Hollander, B. & K. advertising director; and Lou Abramson, secretary of Allied Theatres of Illinois.

A general meeting of exhibitors, distributors, and publicity men from both Chicago and downstate has been called for 10 A. M. Aug. 23, at the Blackstone Hotel.

Bob O'Donnell, chairman of the national drive, will come to Chicago to address the gathering and to outline plans discussed in California, which include star tours, network radio and TV programs, and other special events designed to create unprecedented publicity for forthcoming motion pictures in particular and for the industry in general. Following today's meeting Balaban expressed the greatest confidence that this drive would do much toward reviving motion picture theater-going where interest has waned and would have a stimulating effect on film business in general. Kirsch concurred with these sentiments and added that the proposed plan affords a tremendous opportunity to the industry.

Kirsch and Balaban are co-chairmen of the Chicago and downstate drive, with Hollander handling the publicity.

SWG to Prepare Material For 'Movietime USA' Tour

HOLLYWOOD, Aug. 8.—Implementing its pledge to support the "Movietime USA" campaign to the fullest extent, the Screen Writers Guild today informed Samuel Briskin, Hollywood chairman for the drive, that it will assign top writers to prepare material to be used by two hundred film personalities on their tours. SWG appointed Allen Rivkin to designate writers for the tour service. In an indicative gesture, 19 members of the Screen Actors Guild volunteered for the tour yesterday.

LOU BUNIN'S

ALICE IN WONDERLAND

Now available
for your theatre

●

WRITE—WIRE—CALL

●

SOUVAINE SELECTIVE PICTURES INC.
30 ROCKEFELLER PLAZA
NEW YORK 20
Telephone Circle 7-5666

Life Visits Films' Funeral

(*Continued from page* 1)

the KTLA-TV Studio Theatre in Los Angeles, seeking free admission to the Ina Ray Hutton television show.

The article extends over a spread of 10 pages. Sample quotes:

"The box office is down. It is down not merely from the wonderful years of the middle '40's. It is down in attendance figures almost to the level of 20 years ago; down while almost every other industry in the country has been setting production records and the consumption of almost all other goods and services has gone steeply up. And 1951 figures indicate the trend is down still more. Theatres are closing—100 in the Philadelphia exchange area in the last year; 31 in Cleveland, 134 in Southern California, some 3,000 in the whole U. S."

"The name of the curse that has fallen on Hollywood is Television."

"The Lost Audience is made up of people above the age of about 35 . . . who, having arrived at maturity, found themselves no longer moved by the simple-minded stories which Hollywood mainly has served up for their entertainment."

"If TV, with the limited audience and generally mediocre programs of the present, has seriously affected the movie box office, how much more serious must be the effect when the fabulous infant comes of age."

"There is a reasonably good chance . . . that the movie colossi, the great glamour factories that to the average moviegoer are Hollywood, will come tumbling down."

"Charles Skouras predicts that 40 per cent of the country's theatres will close in the next five to seven years. Others . . . have estimated the fatalities up to 90 per cent."

Some facts concerning the industry appear in the article. The reader must hunt for them.

Jubilee Debut

(*Continued from page* 1)

office campaign. He told a trade press meeting that the distribution companies would invest $650,000 on the national level in the drive, and cited Texas exhibitors' commitment of $50,000 as an example of what expenditures on the local levels could amount to, depending on the number of theatres in a given locality.

It was decided at yesterday's luncheon-meeting of COMPO officials and distribution ad executives that a better "kick-off job" could be accomplished under the three-step plan, O'Donnell said. Whereas, he explained, a banquet would necessarily imit the number of actual industry participants in an official launching, the new arrangement will in effect give the whole industry a role in getting "Movietime U.S.A." underway.

According to the present schedule, the dates of which may be altered slightly, the nationwide radio broadcast will take place on Sept. 24. On Oct. 1, several producers, directors, stars and other industry figures will meet with the 48 governors in their respective capitals, and from there they will make their ways to hundreds of in-state cities and towns to participate in radio, television and newspaper interviews. On Oct. 8, when the personalities have about completed delivery of their industry promotion messages, the advertisements will "explode" in 1,753 daily newspapers.

O'Donnell, who pointed out that expenditures on the drive by distributors and exhibitors would be over and above what would be spent normally if no jubilee campaign were held, declined to estimate whether the COMPO treasury could have borne the financial load of the jubilee if many exhibitors had not defaulted in dues payments. He was inclined to blame the treasury shortage not on the exhibitors, but rather on the failure of the 1/10 of one percent collection system.

"Were we able to find a collection system to replace it," he said, COMPO would not have been deprived of "between $200,000 and $300,000."

O'Donnell and other COMPO executives, including Arthur L. Mayer, executive vice-president, and Robert W. Coyne, special counsel, will continue their tours of the country for the purpose of launching individual exhibitor units on programs of preparation for the jubilee opening.

O'Donnell said he will be in Omaha on Monday, Minneapolis on Tuesday and in Detroit on the following day. On Aug. 21 he will be in Boston and the following day he will address a gathering of Indianapolis showmen. He will be in Dallas, his home city, on Aug. 25, and in Memphis on Aug. 26-27. Thereafter will come visits to Atlanta, Jacksonville and other cities. His aim, he said, is to reproduce in each city the enthusiasm for the jubilee which Texas showmen manifested at a recent meeting in Dallas. Mayer, who was present at yesterday's interview, said the exhibitor reception in all cities visited thus far was completely gratifying.

The COMPO jubilee planners, O'Donnell said, have deliberately avoided setting any jubilee launching celebration for Sept. 30, the date when Coast-to-Coast coaxial cable television will be inaugurated. The TV event could reduce the impact of a jubiliee inauguration on that day.

New TV System

(*Continued from page* 1)

size device, which measures 15-by-20 feet, will be made within three weeks. At the demonstration yesterday however, a screen of that size was not available, resulting in the demonstration being held on a six-by-eight-foot screen.

The TV Exhibitors "Giant Screen" equipment which has rear projection and a cooling system, sells for $6,500 (FOB New York.) Louis Castlucci designed the set. James Saltzman is president of the company.

Son of Kermit Ward

SUMTER, S. C., Aug. 8.—Funeral services were held here on Sunday for "Buddy" Ward, 14-year-old son of Kermit Ward, manager of Wilby-Kincey's Sumter Theatre, and Mrs. Ward. The youth was stricken with a cerebral hemorrhage.

Louis Bout

(*Continued from page* 1)

Wednesday from Baltimore Municipal Stadium. It will be one of the biggest outdoor fights this summer.

The bout is promoted by Benjamin Trotta of Baltimore and is being sponsored by the Baltimore Variety Club. It will be a 10-rounder.

It is expected that 15 theatres, the largest theatre television network to date, will carry the fight, including: the Warner Theatre, New York; RKO's Fordham, Bronx; Fabian's Fox, Brooklyn; Century's Marine, Brooklyn; Century's Queens, Queens Village, Long Island; Fabian's Palace, Albany, N. Y.; Warner's Stanley, Philadelphia; RKO's Keith, Washington; Fabian's National, Richmond, Va.; Shea's Fulton, Pittsburgh; RKO's Palace, Cleveland; United Paramount's Tivoli, Chicago, and American Theatres' Pilgrim, Boston.

CBS Contracts for 2 Championship Bouts

Two championship boxing bouts from Madison Square Garden this month will be presented by the Columbia Broadcasting System television and radio networks, it was announced yesterday. The light-heavyweight bout between title holder Joey Maxim and Bob Murphy will be offered Aug. 22. The welterweight fight between Kid Gavilan and Billy Graham will be presented Aug. 29. All broadcasts will be sponsored by the Pabst Brewing Company.

NPA Interprets

(*Continued from page* 1)

will get "special consideration" in his application. This was one of the several interpretations of NPA's new construction control orders which the agency issued today.

Another ruling made it clear that a theatre which has received NPA authorization under the old construction order, but has not yet gotten under way must be cleared again in a new NPA authorization. Agency officials said that the odds were that the few applications would be cleared without trouble and would carry with it definite allotments for steel, copper and aluminum. The NPA announcement also made it clear that carbon steel nails must be included in the two tons of carbon steel which is the limit a new project which do not require NPA approval.

Col. Loan

(*Continued from page* 1)

Aug. 1, 1950, the company entered into an agreement with the four banks under which maximum loans of $12,000,000 were made available up to July 31, 1951. The day the agreement was entered into, $7,200,000 was borrowed. There were no additional borrowings meanwhile.

The $700,000 payment is the first to be made under the agreement, which sets forth that all loans mature on July 31, 1956.

WHEN YOU WANT A GOOD
SPECIAL TRAILER
AND WANT IT QUICK
LET FILMACK MAKE IT!

NEW YORK
630
NINTH AV.

FILMACK TRAILER CO.
CHICAGO 5. . . . . 1327 S. WABASH AVE.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 29 NEW YORK, U. S. A., FRIDAY, AUGUST 10, 1951 TEN CENTS

$5,808,000 9-Month Net For Warners

Compares with Net of $7,316,00 Last Year

Net profit of $5,808,000 for the nine months ended last May 26 was reported here yesterday by Warner Brothers Pictures, Inc., and subsidiary companies. This is after provision was made for $5,800,000 for Federal income taxes and after provision for $500,000 for contingent liabilities.

During the same period in the preceding year the net profit amounted to $7,316,000 after provision of $4,500,000 for Federal income taxes and after a provision of $600,000 for contingent liabilities.

The net profit for the nine months ending last May 26 is equivalent to 86 cents per share on the 6,684,700 shares of common stock outstanding, after deducting shares held in the treasury. The net profit for the corresponding

(Continued on page 4)

Exhibitors Need 250 Personalities For Jubilee Tour

More than 250 film personalities will be needed for the "Movietime USA" tour, Robert J. O'Donnell, national campaign director, stated here yesterday.

Declaring that "the star tours give every indication of being one of the most popular items in our program," O'Donnell explained that he arrived at the 250 figure after receiving many requests from exhibitors from all over

(Continued on page 2)

31 Top Dates Set by 20th for 'David'

A total of 31 top engagements for Darryl F. Zanuck's "David and Bathsheba" have been set by 20th Century-Fox between Aug. 15 and Sept. 15.

These first dates will be backed by the combined advertising and publicity campaign efforts of both the company's merchandising forces and those of the exhibitor. In every case, major advertising and exploitation

(Continued on page 2)

Trade Bitter over 'Life' Article; 'Lies,' Says Compo

Trade reaction yesterday to the *Life* magazine article representing the industry as well on the way to extinction was widespread and, for the most part, bitter.

The Council of Motion Picture Organizations, through Arthur L. Mayer, executive vice-president, termed the article which appeared on the news stands yesterday, as well as an earlier one in the step-brother publication, *Fortune*, "viciously irresponsible," "lies" and "false."

Several companies were known to be considering cancelling advertising scheduled for *Life* and *Time*.

The offending issue of *Life* carries a four-color spread on an RKO picture. Ned E. Depinet, RKO president, is president of COMPO. Another advertiser in the issue is 20th Century-Fox.

Most in the industry regarded the article as grossly unfair, not only in that it concerned itself with a subject that most other interested publications finished hashing over several months

(Continued on page 2)

Cohn, Weingarten Promoted at MGM; Studio Meets Start

HOLLYWOOD, Aug. 9.—M-G-M producers and the executive board held the first of a series of meetings to discuss production plans for the company's fiscal year, which starts Sept. 1.

In addition to policy and program announcements, Schary confirmed that J. J. Cohn, vice-president and for 27 years a member of the executive staff, would, in the future, assume added responsibility working with him on all matters concerning the physical production of pictures.

Schary also announced that Weingarten had been appointed an executive producer and will personally produce a number of pictures, as well as

(Continued on page 4)

Mulvey to Coast to Report on UK Pact

James A. Mulvey, president of Samuel Goldwyn Productions, who represented the Society of Independent Motion Picture Producers at the negotiations in London which led to the proposed new Anglo-American film agreement, is scheduled to leave New York today for Hollywood where he will report on the development to the SIMPP executive committee.

Allied Heads Plan For Convention

CHICAGO, Aug. 9.—Top figures of national Allied met at the Congress Hotel here today to lay plans for the national convention in New York in October.

Trueman T. Rembusch, national Allied president, said that Allied members all over the country are showing great enthusiasm and that record at-

(Continued on page 2)

MYERS HITS THE CAPITAL 'POST' FOR SUPPORTING NEW TAX BILL

WASHINGTON, Aug. 9.—Abram F. Myers, on behalf of the Council of Motion Picture Organizations, today raked the Washington *Post* over the coals for its editorial support of the tax bill provision exempting non-profit groups from the admission tax.

In a letter appearing in today's paper, Myers said that he believed that many who have declared themselves in favor of the provision have thought only in terms of civic symphonies and the Metropolitan Opera. "Possibly, the provision could be rewritten," he wrote, "so as to exempt these institutions, although it seems incongruous to exempt a $20 opera ticket while taxing

(Continued on page 4)

Loew'sManagersAre Enlisted in Tax Tilt

Loew's Theatres is enlisting all of its managers and assistant managers in exhibition's fight against the admission tax bill that is now before the Senate Finance Committee and from which the industry wants stricken the proposal granting special exemptions from the 20 per cent levy for special groups, or else free theatres from the tax.

Ernest Emerling, director of adver-

(Continued on page 4)

FCC Stalls on TV License ForParamount

Says Probe Needed Also On DuMont, B. & K. Bids

WASHINGTON, Aug. 9. — The Federal Communications Commission today said that in light of its earlier policy report on licensing anti-trust law violators it could not now grant without further investigation and hearing applications by Paramount Pictures, DuMont and Balaban and Katz to remain in the radio and television field.

The Commission said that it could not now determine that approving these applications would "be in the public interest, convenience and necessity."

Accordingly, the Commission set down for hearing at a date to be set later the whole question of the past and present actions of the three companies. While the Commission speci-

(Continued on page 4)

Paramount Net Up For 2nd Quarter And 1st Six Months

Net profit of Paramount Pictures for the second quarter and for the first half of 1951 show an increase.

Paramount estimates the earnings for the second quarter ended last June 30 at $1,421,000 after provision for income taxes. This represents 62 cents per share on 2,302,140 shares outstanding.

Consolidated earnings for the quarter ended July 1, 1950 were estimated

(Continued on page 2)

'Target' Outlines Defense Planning

A special press screening was held here yesterday of "Target: U.S.A.," a 20-minute documentary in Kodachrome that dramatizes defense methods against atomic attack. Released by Cornell Productions, the film features brief comments by Hanson W. Baldwin, *New York Times* military analyst.

Baldwin stresses the possibility of attack on our shores. The film then

(Continued on page 4)

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, is due back here from the Coast Monday.

•

David A. Lipton, Universal Pictures vice-president in charge of advertising and publicity, will leave New York today for California.

•

William B. Zoellner, head of M-G-M's short subject and newsreel sales, will leave here today for a New England vacation.

•

William Kaplan, unit business manager for M-G-M's, "When in Rome", will return here today from Rome.

•

Richard F. Walsh, IATSE international president, returns here from Montreal on Monday.

•

Lee Koken, RKO Theatres vending machine head, returned here yesterday from Washington.

5 in Supercinecolor Slated, Herzog Says

Hollywood, Aug. 9.—With twelve features filmed in Supercinecolor during the year since the process was introduced, five more are scheduled to start within a month, Karl Herzog, executive vice-president of Cinecolor Corp., announced today. The company's laboratory in Britain also has begun turning out foreign release prints in Supercinecolor, he said.

Dates for 'David'

(Continued from page 1)

will launch the films, backed by the national efforts currently breaking in magazines, newspapers and by the exploitation tours of Goliath, Francis X. Bushman, and Carol Woods.

The theatres and cities where the Technicolor production will play are: Rivoli, New York; Paramount, Atlanta; Orpheum, Kansas City; Century, Minneapolis; Globe and Chinese, Los Angeles; Fox, San Francisco; Orpheum, Oakland; Fox, Philadelphia; Nebraska, Lincoln; Criterion, Oklahoma City; State-Lake, Chicago; St. Louis, St. Louis; Madison, Detroit; Harris, Pittsburgh; Strand, Milwaukee; Palace, Washington; Center, Buffalo; Paramount, Omaha; New, Baltimore; Paramount, Denver; Ritz, Tulsa; Allen, Cleveland; Colonial, Dayton; Paramount, Des Moines; Regent, Rochester; Indiana, Indianapolis; Ritz, Birmingham; Rogers, Chattanooga; Riviera, Knoxville, and theatres in Seattle, Washington, and Portland, Ore.

Warner Gets Award

Hollywood, Aug. 9.—Certificates of Award, highest honor of the Southern California Motion Picture Council, were given Jack L. Warner for Warner Brothers' "On Moonlight Bay" and "I Was A Communist for the FBI".

Trade Bitter About 'Life' Piece

(Continued from page 1)

ago—the effects of television on theatres and motion pictures—but also that it chose a time to do so when film business is showing definite signs for the first time in months of widespread improvement. The effects of the article, these observers held, would most likely be damaging in a temporary way to the momentum of the current recovery.

'Slanting' Hit

Many pointed out that the *Life* article was obviously "slanted" to the detriment of the industry because its most injurious aspects were its headings and photographs of closed theatres. What facts there were about the industry in the article were buried deeply in the text, which spread over 10 pages of the magazine. *Life's* readers, it was pointed out, are accustomed to looking at photos and reading heads, not text matter. Thus for most of them, what few facts the article contained were securely hidden from them.

Some of the text actually belies the general effects of the heads and pictures. There are, however, many errors and inaccuracies in the Robert Coughlan article which could easily have been avoided had either the writer or his editors wished to present a factual account, many contended.

Some felt that the article was so patently "slanted" to injure the industry that personal bitterness within the Henry R. Luce organization—perhaps over the recent failure of its March of Time film series—might have dictated it. The Luce organization is now making many films for television.

Meanwhile, in Hollywood, Charles Skouras, president of National Theatres and member of the executive committee of Theatre Owners of America, stood by the quotation in the *Life* article attributed to him, a prediction that 40 per cent of the nation's theatres will close within five to seven years. Skouras said he had no comment to add to that.

Jubilee an Answer

In his COMPO statement, Mayer said the articles emphasize the "necessity of complete industry support for the Movietime U. S. A. campaign."

"If this campaign is the success we expect it to be," Mayer said, "we shall have given an answer that will forever silence those enemies who are so gleefully mourning our approaching death. As for the stories themselves, the facts show their falsity beyond question."

20th-Fox Meet Oct. 4

A special meeting of stockholders of 20th Century-Fox Film Corp., will be held here on Oct. 4 at two P.M. to approve plans of reorganization in connection with the consent judgment in the government anti-trust action. The date of Oct. 2 had been mentioned previously.

Justice Triumphs!

Easton, Pa., Aug. 9.—A local court agreed with Mrs. Ruth E. Rogers of Nazareth, Pa., that she was entitled to a divorce. Her grounds: Her husband wouldn't take her out nights but made her stay home and look at television.

Paramount Net Up

(Continued from page 1)

at $1,385,000 and represented 52 cents per share on 2,641,544 shares.

Consolidated earnings for the six months ended June 30, 1951 computed on the same basis are estimated at $2,832,000, or $1.23 per share.

Earnings for the first six months of 1950 were estimated at $2,826,000, or $1.07 per share.

The earnings reported do not include Paramount's share of earnings or losses of partially owned non-consolidated subsidiaries, principally Allen B. DuMont Laboratories. Such share resulted in a net loss of $209,000 for the second quarter of 1951 compared with net earnings of $232,000 for the same period in 1950 and a net loss of $4,000 for the first six months of 1951, compared with net earnings of $829,000 for the same period of 1950.

United States and Canadian income taxes (no excess profits tax required) were approximately $473,000 higher for the second quarter and $1,066,000 higher for the first six months of 1951 as compared with the same period of 1950.

Jubilee Tour

(Continued from page 1)

the country for the personal appearance of stars during the fall campaign.

Added O'Donnell: "I am calling Sam Briskin, head of the campaign activities in Hollywood, to tell him that we shall need every personality he can get for the tours, because our plans call for at least six personalities, including a star, for every state capital on the opening day of the drive."

Fine Calls Promotional Meeting for Cleveland

Cleveland, Aug. 9.—Meyer Fine, local Council of Motion Picture Organizations chairman, has called an industry meeting for tomorrow in the 20th Century-Fox exchange to formulate plans to support the "Movietime U.S.A." drive.

Philadelphia Exhibitors Will Meet on Promotional Campaign

Philadelphia, Aug. 9.—A promotional plan for the industry will be one of the main topics for discussion at a meeting of the Greater Council of Motion Picture Theatres of Philadelphia on Wednesday at the Broadwood hotel here. Albert M. Cohen will preside.

NEWS in Brief . . .

A special premiere of the new Warner production, "Force of Arms," starring William Holden, Nancy Olson and Frank Lovejoy, will take place on Monday evening at the Warner Theatre here, in honor of the Women's Army Corps, with Col. Mary Hallaren, WAC commanding officer, high ranking Army officers and notables from Washington and New York on hand for the ceremonies.

•

Paramount's latest Bing Crosby picture, "Here Comes the Groom" will have its New York premiere at the Astor Theatre on a date yet to be set, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. This marks another in the succession of Paramount pictures which have been sold away from the new independent Paramount Theatre in Times Square which heretofore has been traditionally Paramount's Broadway showcase.

•

Executives of the foreign departments of the Motion Picture Export Association member companies met here yesterday with Irving Maas, MPEA vice-president and general manager, for a discussion of distribution developments in Japan. That country has imposed a 150-per-year limitation on the number of U. S. films it imports.

Allied Convention

(Continued from page 1)

tendance is expected at the convention. Several circuit heads are planning to bring as many of their theatre managers as possible, in the belief that experience gained by attending the convention will help the managers in the operation of their theatres.

Tuesday Opening

The opening day of the convention has been scheduled for a Tuesday so that attending members will be able to take advantage of the air lines' family plan rates (in effect on Mondays, Tuesdays, and Wednesdays) to bring their wives and spend a week in New York.

Attending the meeting were Rembusch; Wilbur Snaper, convention chairman; Abram Myers; Abe Borowson; Stanley Kane; Wally Allen; William Ainsworth; and Jack Kirsch.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

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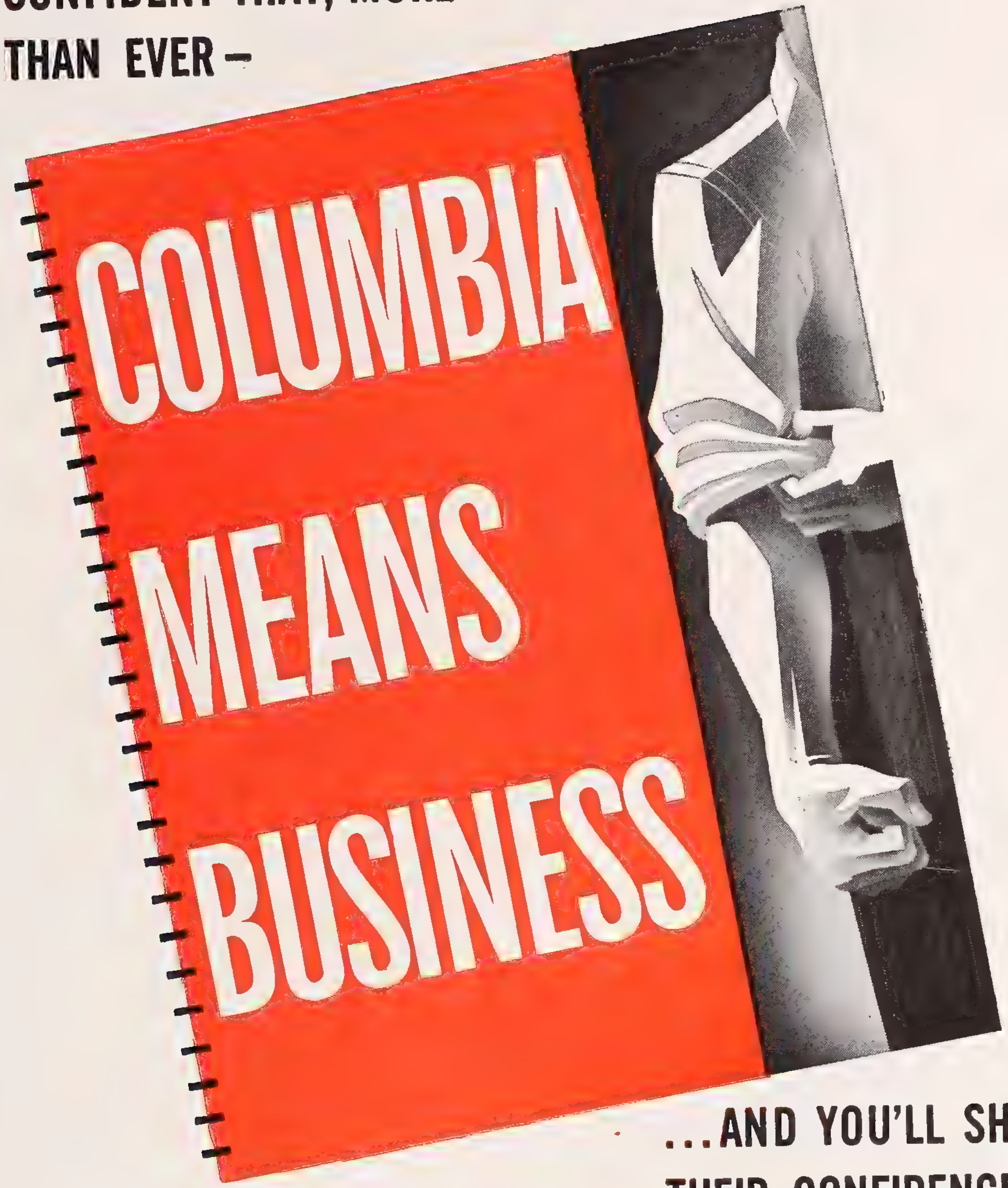
TODAY

THE MEN OF COLUMBIA
LEAVE THEIR SALES
MEETING IN CHICAGO,
CONFIDENT THAT, MORE
THAN EVER—



...AND YOU'LL SHARE
THEIR CONFIDENCE
IN COLUMBIA'S NEW
PRODUCT AND NEW
SPIRIT WHEN YOU
SEE THE SPECIAL
ANNOUNCEMENT
MAILED TO YOU

TODAY

FCC Stalls

(*Continued from page 1*)

fically noted that the proposed merger of United Paramount Theatres and American Broadcasting Co. was not actually involved in the proposed hearings, unquestionably the decision in this proceeding would have a major bearing on the decision in the merger case.

Involved in the proceedings are various applications for renewal of licenses, for licenses to cover construction permits, for transfer of licenses and authorizations and for modifications of construction permits.

While the United Paramount Theatres-ABC merger is not involved, UPT does come into the proceedings as the controlling firm of Balaban and Katz and also as the transferee getting AM and FM radio stations in New Orleans from the old Paramount and E. V. Richards, Jr.

The Commission, in an order approved by five of the seven commissioners with the other two taking no part, noted that "on the basis of information available to the Commission, Paramount Pictures, Inc., Paramount Television Productions and Balaban and Katz Corp. have in the past engaged in violations of the anti-trust laws, and have either been finally adjudicated guilty by courts of competent jurisdiction or have entered into consent decrees relating to such violations." It did not name DuMont at this point, since the commission has always held that DuMont is controlled by Paramount and is not an independent firm.

The Commission's order noted for transfer of control, growing out of the Paramount split-up under the consent decree, that even though the film companies characterized the transfers as "involuntary," the Commission felt "the actions taken were voluntary in nature and were taken without approval of the Commission as required by law." It raised the question that all of the operations involved might have been illegal even since Jan. 1, 1950—the date with respect to the applications of the Paramount split-up.

The Commission said it wanted full information with respect to actions by the companies, their officers, directors, stockholders, employes and agents in any anti-trust violation, including whether the violations were willful or inadvertent, whether they were committed over a long period of time or were isolated events, whether they were recent and whether they also constituted violations of the Communications act. It said it would also want "full information" concerning the individuals now responsible for the applicants' present business policies and whether those policies are now violating the anti-trust laws.

Still other items the Commission said it wanted to go into were these:

Restrictions, if any, imposed by the applicants on broadcast stations in the use of their films or talent; plans for staffing and programming their broadcast stations; whether the applicants and their officers are qualified from the standpoint of character and conduct to be licensees; terms of the consent decree and steps taken to comply with the Communications Act under the consent decree; the properties received by the new film and new theatre company under the consent decree; the corporate structure of the two new Paramount companies; "the relationship, if any, presently existing" between the two firms, and "what arrangements have or will be made between them with respect to the production, distribution and exhibition or restriction on the use of motion picture films, stories, or talent"; and full information as to the ownership, management and control of Allan B. DuMont Laboratories.

Review

"Darling, How Could You!"

(*Paramount*)

WITH a light and buoyant touch the adventures of another movie family are brought to the screen in "Darling, How Could You!" The film has been adapted from James M. Barrie's play, "Alice Sit By the Fire," and like the original, its humor derives from situations of misconstrued intentions.

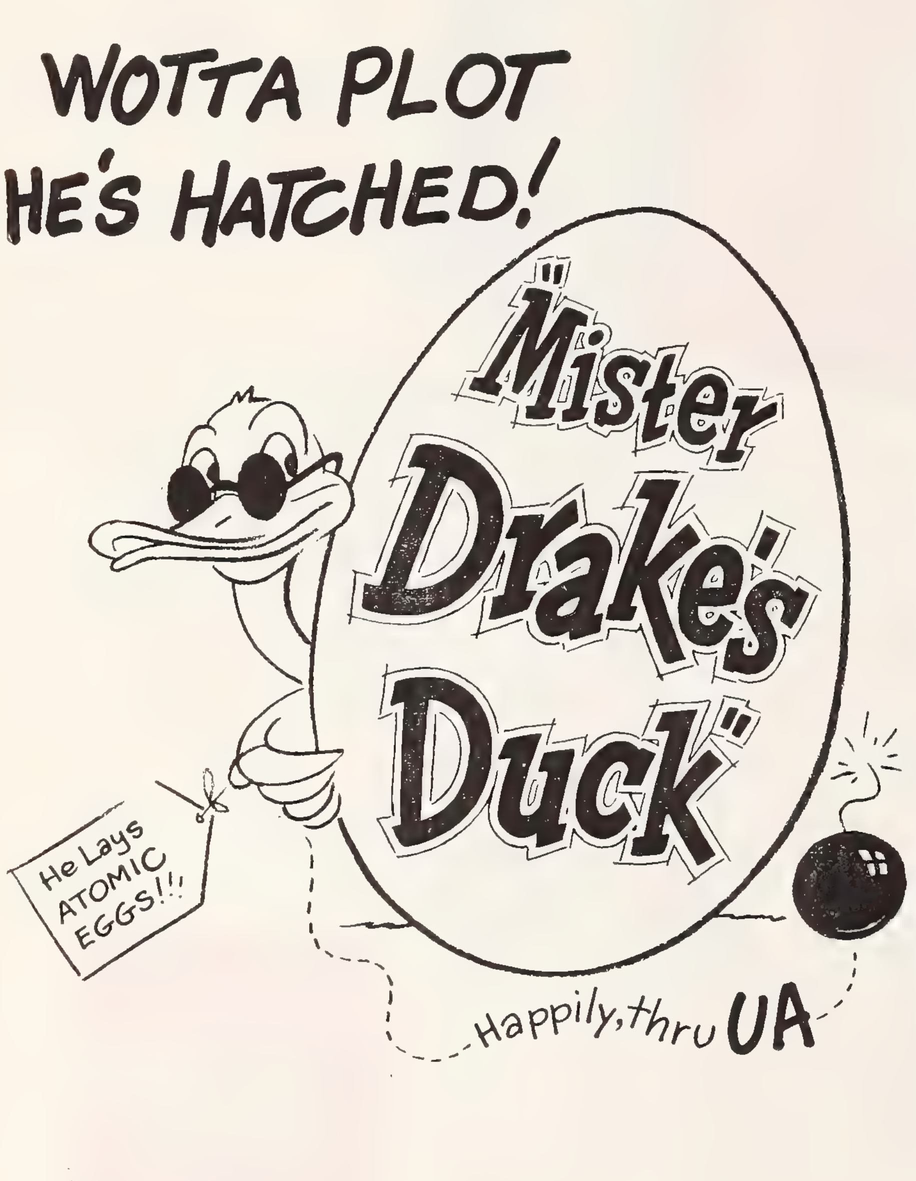
Joan Fontaine and John Lund play the modern-minded parents who return home to New York to see their three youngsters after several years away on a Panama Canal construction project. In the family are a young child, a 11-year-old boy, David Stollery, and a 15-year-old daughter, Mona Freeman.

All of the comedy inherent in the recognition and readjustment of parents and children is drawn out fully in a screenplay by Dodie Smith and Lesser Samuels. The action gets into high gear when the daughter sees her mother making an appointment with another man. Having seen some lurid marital drama on the stage, the impressionable daughter immediately draws fantastic inferences about her mother being involved with another man. She decides that it is up to her to rescue her mother's honor by visiting this man and insist that he take to his heels. Thus misunderstanding is compounded and complications follow rapidly.

While Mitchell Leisen's direction keeps things on the move there is a repetitiousness to the events so that freshness is lost. Quite naturally, Harry Tugend's production ends with all misunderstandings clarified and the family happily united.

Running time, 96 minutes. General audience classification. For October release.

MANDEL HERBSTMAN


WOTTA PLOT HE'S HATCHED!
"Mister Drake's Duck"
He Lays ATOMIC EGGS!!!
Happily, thru UA

Loew's Managers

(*Continued from page 1*)

tising and publicity of Loew's, has dispatched to the managers and their assistants special fact sheets outlining the industry's position, and in which he stresses that the exemption is actually equivalent to a 20 per cent subsidy by the government for the special groups which would be freed from the tax.

Lease Forum Theatre

HOLLYWOOD, Aug. 9.—Metropolitan Theatres, Inc., has leased the Forum to L. A. Ltd.

Warner Net

(*Continued from page 1*)

period last year was equivalent to $1.00 per share on the 7,295,000 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the nine months ending May 26, 1951, amounted to $84,870,000, compared with $94,504,000 for the corresponding period last year.

The provision for the estimated Federal taxes on income has been calculated at the rate provided under the existing Federal Income and Excess Profits Tax law. It is estimated that no excess profits tax provision is required.

During the quarter ending May 26, 1951 the company purchased 87,300 shares of its common stock at a cost of $1,054,000. Between May 26, 1951 and July 3, 1951, an additional 49,000 shares of the common stock were purchased at a cost of $630,000. All such purchases were made on the New York, or Los Angeles Stock Exchanges.

Cohn, Weingarten

(*Continued from page 1*)

work with individual producers on others.

All members of the executive board attended, including Dore Schary, vice-president in charge of production and studio operation, who presided; E. J. Mannix, general manager, and Ben Thau, L. K. Sidney, J. J. Cohn, Lawrence Weingarten, Kenneth MacKenna and Marvin Schenck.

Such meetings will become a regular part of the studio's activity.

Producers attending the meeting were: Stephen Ames, Henry Berman, Clarence Brown, Jack Cummings, Armand Deutsch, Roger Edens, Sidney Franklin, Melvin Frank, Arthur Freed, Richard Goldstone, Arthur Hornblow, Jr., John Houseman, Edwin H. Knopf, Jesse L. Lasky, Albert Lewin, Nicholas Nayfack, Norman Panama, Joseph Pasternak, Gottfried Reinhardt, Sidney Sheldon, Robert Thomsen, George Wells, Carey Wilson, William H. Wright and Sam Zimbalist.

'Target' Outlines

(*Continued from page 1*)

outlines measures to minimize the consequences.

Based on studies made by the National Securities Resources Board, the film is both interesting and informative. To highlight its points, it utilizes live action, animation, charts and graphs. The subject serves as an excellent guide for industry planning in the event of an attack. It also answers many crucial questions. Herman Boxer produced, directed and wrote the script. J. Milton Salzburg was associate producer.

M. H.

Myers Hits

(*Continued from page 1*)

a child's 20-cent movie ticket. But for those who often sing the praises of private enterprise, individual initiative, and the competitive system to give blanket indorsement to this scheme for socialized entertainment surpasses understanding."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 30 NEW YORK, U. S. A., MONDAY, AUGUST 13, 1951 TEN CENTS

Mirisch and Branton Buy Mono. Stock

They With Broidy Now Control the Company

Hollywood, Aug. 12. — Harold Mirisch and Ralph Branton have acquired 82,500 shares of Mono-gram Corp. stock, which places hem, with company president Steve roidy, in ownership-control of Mono-ram-Allied Artists stock.

The 82,500 shares, acquired jointly by Mirisch and Branton, were purchased from George D. Burrows, executive vice-president and treasurer of the two companies; Scott R. Dunlap, executive producer; and Sam Wolf, secretary. All three will retain their present positions.

Mirisch, vice-president for the past ur years, declared that no changes company policy are anticipated. ranton, who joined the company ter disposing of his interest in Tri-tates Theatres, Des Moines, was

(Continued on page 3)

SAG Seeks 50% Pay Rise

Hollywood, Aug. 12. — Screen ctors Guild at the weekend an-unced its intention to secure at least 50 per cent increase in daily and eekly pay minimums, and asked the ree producers' associations to open llective bargaining negotiations on a w basic contract. It proposed that e first meeting be held Aug. 27 with e Association of Motion Picture roducers, which represents major udios.

The Guild's contract proposals call

(Continued on page 3)

Monogram Southern Holds Sales Parley

New Orleans, Aug. 12.—Mono-am Southern Exchanges branch anagers and salesman from Atlanta, harlotte, Memphis and the local ex- ange assembled at the Jung Hotel r a one-day sales meet on Friday.

Exchange representatives on hand ere Jimmy Hobbs, manager, O. S. arnett, office manager and salesmen

(Continued on page 3)

Says Windsor Case Upholds Allied's Bidding Position

Washington, Aug. 12. — The recent decision of the Fourth Circuit Court of Appeals in the Windsor Theatre case reenforces Allied States Association's stand that competitive bidding is not necessary in all situations, Allied members were told by general counsel Abram F. Myers.

The suit, brought by the Windsor Theatre Co. against distributors, charged that the film companies could not refuse to sell films to Windsor and instead sell to an old, established customer, Walbrook Amusement Co. Baltimore District Judge Chestnut, in Dec., 1950, threw out the Windsor suit, holding that, despite the Paramount case decisions and decrees on competitive bidding, an individual distributor, acting independently and in good

(Continued on page 3)

TOA Convention Booth Sales Heavy

Eight per cent of the equipment and concession booths for the trade show and exhibit of the Theatre Owners of America convention, Sept. 23-27, in New York, have been sold, it was reported at the weekend by Si H. Fabian, general chairman of the convention.

Said Fabian: "Apparently, the high note of optimism which is now so evident throughout the production, dis-

(Continued on page 3)

Robbins in Charge Of Compo Treasury

Herman M. Robbins, president of National Screen Service, has agreed to serve as treasurer of the Council of Motion Picture Organizations pending the COMPO board's selection at the end of the forthcoming "Movietime U.S.A." box-office campaign of a permanent treasurer to succeed Robert J. O'Donnell whose duties as national director of the campaign have compelled him to resign as revenue custodian.

Herman Robbins

Robbins' acceptance of the post of

(Continued on page 3)

UA Reports Boost In Schedule to 41

United Artists feature release schedule in the period between Jan. 1 and Oct. 21, this year, has been increased to 41, four new releases having been added to the program, reports William J. Heineman, UA distribution vice-president. The four are:

Lazar Wechsler's prize film, "Four

(Continued on page 3)

Myers, for Compo, Checks Senators' Stand on Tax

'306' Pension Plan Now Covers 1,600

New York IATSE Projectionists Local No. 306 has succeeded in extending its union - management pension and welfare program to 300 more members for a total of 1,600 in consequence of an award by arbitrator Sidney A. Wolff that rejected the opposition of 100 theatres in the Independent Theatre Owners Association of New York, according to the union.

Washington, Aug. 12.—Abram F. Myers, heading the Council of Motion Picture Organizations' drive to defeat a tax bill provision exempting non-profit groups from the admission tax, revealed Friday he is keeping a master-file of how Senators are reacting to pleas from back home to vote against this provision.

All organizations and individuals asked to protest the provision have also been told to send copies of their letters and the replies they get to Myers, so that the industry can find out how the campaign is progressing and follow up on the Senators.

The Senate Finance Committee

(Continued on page 3)

Plan to Make 'Movietime' an Extended Run

Zukor Has Idea for Continuing Promotion

Plans to extend "Movietime U.S.A." beyond its two-month, shot-in-the-arm status and into a continuing industry-wide business effort have been suggested by Adolph Zukor, chairman of the board of Paramount Pictures, and will be further developed in the near future, Robert J. O'Donnell, national director of the Movietime campaign, told a trade press luncheon at the Astor Hotel here on Friday.

Adolph Zukor

Neither the nature nor scope of the

(Continued on page 6)

'Collarites' Ask 16% Hike

IATSE Motion Picture Home Office Employes Local No. H-63 made known at the weekend its intention to seek a "double-barreled" pay increase, approximately 16 per cent for some 1,200 "white collar" workers at Universal-International, United World Films, Warner Brothers, Pathe Industries, Republic, Consolidated Laboratories, Ace Film Laboratory and two music publishing houses here.

The "opening gun" was fired in negotiations on Friday with execu-

(Continued on page 3)

Life's 'Box Office' Is Off, Too: Corwin

Life magazine's attempt to aid television in making a grave for motion pictures was attributed to "editorial malice" in the "tabloid-style" by Alfred Corwin, Motion Picture Association of America information director, in a letter to the publication's editors on Friday.

Enumerating the "plus factors" in the industry's business picture today,

(Continued on page 3)

Personal Mention

WILBUR SNAPER, president of the Allied Theatre Owners of New Jersey, returned to New York at the weekend from Chicago.

•

FREDERIC MARCH, MRS. MARCH, and LILLY PONS arrived here yesterday from Europe aboard the S.S. *Queen Elizabeth.*

•

BEN WIRTH, head of Warner Brothers real estate department, became a grandfather last Thursday.

•

HARRY GOLDBERG, Warner Theatres advertising and publicity director, will be in New Haven tomorrow, going to Pittsburgh and Cleveland from there.

•

DON PRINCE, Eastern publicity director for RKO Pictures is in Portland from New York.

•

JACK MATLACK, supervisor of J. J. Parker theatres, has been named a member of the Portland Board of Motion Pictures.

Legion Reviews 10; Puts 1 in Class B

Ten more films have been reviewed by the National Legion of Decency which put one in Class B, "A Millionaire for Christy," 20th Century-Fox, and the remainder in Class A.

Under Class A, section one, the following were listed: "The Big Gusher," Columbia; "G. I. Jane," Lippert Productions; and "Tall Target," M-G-M. Those in Class A, section two, included: "According to Mrs. Hoyle," Monogram; "The Golden Horde," Universal-International, "Mr. Belvedere Rings the Bell," 20th-Fox; "A Place in the Sun," Paramount; "The River," United Artists; "The Rodeo King and the Senorita," Republic.

'Alice' Theatre-Front Mirrors 'Wonderland'

Considerable attention is being attracted by the front made by Sterling Sign Co. for the Criterion Theatre on Walt Disney's "Alice in Wonderland."

The entire front is in artwork. A seven-foot turntable wheel which revolves with the images of six "Alice" characters, is situated above the decorated boxoffice. On the marquee, on each side, is a central oval panel of mirrored glass, onto which is attached lettering. Along the side walls and in the lobby are placed several Kodachrome stills of the picture.

Harwan Elected 'V-P'

John Harwan of the Mt. Ephraim Theatre, Mt. Ephraim, N. J., is the new vice-president of Allied Theatre Owners of New Jersey, representing the South Jersey area. The organization erroneously reported two weeks ago that Sam Frank was reelected to the post at the July 31 election meeting in Asbury Park.

DeMille Greets 70th Birthday at Work

Cecil B. DeMille observed his 70th birthday yesterday, continuing his one-night stands with the Ringling Brothers-Barnum and Bailey circus, while filming his current production, "The Greatest Show on Earth."

Cecil B. DeMille

He made his first picture, "The Squaw Man," in 1913, and in the 38 years since has produced and directed 68 films. His staff at present is doing research on "Helen of Troy," as a possible subject for his next production.

Warner Gets Award From the Wacs

The high point of this evening's premiere of "Force of Arms" is to be the presentation of a formal Certificate of Achievement to Warner Brothers for the production from the Women's Army Corp. which this film is about.

Colonel Mary A. Hallaren, director of the WAC's, has already stated that the company deserves praise for producing "this singular pictorial record of the high principles and integrity by which WAC's work and live".

Chariot to Herald 'David' in N. Y.

The chariot which figures in 20th Century-Fox's Technicolor Production, "David and Bathsheba," will lead the way for cars of arriving celebrities who will attend the premiere tomorrow night at the Rivoli Theatre here.

TV Role Up to Courts

WASHINGTON, Aug. 12.—The Senate has decided to leave it up to the Federal courts to rule whether congressional witnesses have the right to refuse to testify before television and newsreel cameras and radio microphone. On Friday, the Senate stood by an earlier action citing for contempt two Senate Crime Committee witnesses who had refused to testify before camera. The Senators argued there should be a court test of the question.

(Tony) Gaudio, 66

HOLLYWOOD, Aug. 12. — Gaetano (Tony) Gaudio, 66, Academy Award winner for his photography in the film, "Anthony Adverse," died at his home in Burlingame, Calif., Thursday night. He was the first Hollywood photographer to use a montage. It was produced in a Douglas Fairbanks picture, "Sword of Zorro." The widow, Marie, survives.

Says 10% of Films In France Succeed

Out of the approximate 100 pictures made annually in France, about 10 per cent are successful, Jacques Bar declared here at the weekend. Bar's latest production, "Mr. Peek-a-Boo" will be released here by Arthur Sachson through United Artists.

By "successful", Bar explained, the film must at least double its production cost. Bar pointed out that under government regulation, a producer can't make a picture in France unless he's been in the industry at least five years. He also loses his authorization to produce if he makes three failures in succession.

Two versions of "Mr. Peek-a-Boo" were made, one in French and one in English. Making a second version added one third more to the cost according to Bar.

Total budget on the films was $220,000. Bar, who is president of Cite-Films, has a production schedule of four pictures a year.

He cited the problems of a French independent in getting financing. He said the government would finance one third of the cost, at a rate of five and one-half per cent interest. The principal must be paid back in three years. The other two thirds must come from elsewhere.

While here Bar signed an agreement with TV producer David Chudnow to make shorts in France for showing on television here.

Industry Figures at 'Baseball' Luncheon

Industry representatives were present at a luncheon here Friday for Little League Baseball, Inc., at Toots Shor's, in which plans for the forthcoming series were discussed. Emerson Yorke was master of ceremonies.

Among those who spoke were Oscar Morgan, Paramount short subjects sales manager; Ford Frick and Red Skelton. Screened at the luncheon was Paramount's short, "Big Little Leaguers." Also shown were various clips on the last series from the newsreels and television.

Honor Golding As Silliphant Takes Over

A farewell party for David Golding, given by 30 of his colleagues of the 20th Century-Fox home office publicity, advertising and exploitation departments was held Friday in the Hotel Warwick. Golding, who resigned as publicity manager of the company, is leaving here for a vacation before announcing his future plans.

Stirling Silliphant, who has been special events manager for the company, will, today, take over as Eastern publicity manager.

$3,155 for 'Boy'

SEATTLE, Aug. 12.—Paramount's "That's My Boy," last week played to one of the biggest opening days houses in the history of the Paramount Theatre here, grossing $3,155, it was reported.

Newsreel Parade

THE truce talks and the West Point story are current newsreel highlights. Other items include sports, fashions and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 65—Korea. Acheson talks. Red youth rally in Berlin. Airlift in reverse foils Berlin youth. General and Mrs. Ridgway attend ship launching. Whale hunting. Hambletonian. Ping-pong playing kitten.

NEWS OF THE DAY, No. 299—New truce parley as Reds yield to Ridgway. Whale hunting. Destructive flash blades. Berlin youth rally. Blaik to stay at West Point. Hambletonian trotting classic.

PARAMOUNT NEWS, No. 102—Kaesong: Red troop violations. Sharp-shooter with a rocket. Paris: world faces crisis in paper. Blaik stays as West Point coach. Long shot wins record Hambletonian.

TELENEWS DIGEST, No. 32-B—Reds violate truce talk area. Reds increase anti-West moves in Berlin. Japanese hunger strike. Infantry honor guard drills in Germany. "Miss Germany" conetst. Princess Elizabeth at R.A.F. graduation. Whaling.

UNIVERSAL NEWS, No. 481—News flashes from Korea. Whale hunt in Chile. President Truman reopens U. S. O. Japs launch freighter. For "Iron Men" only. School for comedy—dive in.

WARNER PATHE NEWS, No. 104—Coach Blaik says he will stay at West Point. Armed Reds in Kaesong. Truman opens lounge to G.I.'s. Scout jamboree. Whale hunting. West Coast hails "Captain Horatio Hornblower." A party in the park. The Hambletonian.

New 20th Posts for Monnette, Others

Arnold Monnette, Herman Hirschhorn and Edward X. Callahan, Jr., of 20th Century-Fox's sales department have been promoted, Al Lichtman, 20th-Fox distribution director, announced at the weekend.

Monnette will be assistant to Raymond E. Moon, central division manager, while Callahan, Jr., will succeed John Feloney as sales manager of the Boston exchange and Herman Hirschhorn will succeed Nat Rosen as sales manager of the Philadelphia exchange. Other posts went to Feloney and Rosen, as previously announced.

Markey to Survey TV for Selznick

HOLLYWOOD, Aug. 12.—David O. Selznick, independent producer, has appointed John R. Markey, former New York television and agency representative, to survey the television field with respect to the "sales potential of a group of Selznick productions, and other phases."

Markey left yesterday for Chicago enroute to New York, where he will operate from the Selznick office.

$40,000 for 'Alice'

CHICAGO, Aug. 12.—Several new pictures here are doing fine business. At the RKO Palace Disney's "Alice in Wonderland" went over the $40,000 mark for the first week, topping the first week of "Cinderella" by several thousand dollars. On the near North Side "Kon-Tiki" broke the house record of $8,500 in its opening week at the Surf by over a thousand dollars.

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Allied on Bids

(*Continued from page 1*)

faith, could choose its customers without competitive bidding.

Myers quoted the recent Appeals Court decision upholding Judge Chestnut. That decision said in part that it was quite natural that distributors would not be prone to substitute an unknown customer for a proven one," and that the court could not see "how the preference of one exhibitor over another is, *per se*, a combination in restraint of trade."

The court also noted that there was no evidence showing a conspiracy among the distributors, observing that "similarity of action under substantially like circumstances is not proof of conspiracy."

Observed Myers today: "In other words, mere suspicions will not support a charge of conspiracy. Timid film executives who claim they must resort to competitive bidding in order to avoid a charge of conspiracy should take heart. It is time they began to exercise their legal rights and stand by their independent exhibitor customers, even though bidding may temporarily be more profitable."

The Allied official also commented on the action of the District Court in Philadelphia in the cases against National Screen Service. He said that until a decree is entered in the poster exchange cases, "it will not be possible to judge the practical value of the decision, if any, to exhibitors. If and when the decree becomes final, it will doubtless be beneficial to independent poster exchanges."

UA Schedule

(*Continued from page 1*)

in a Jeep;" the Western, "Gold Raiders;" the desert comedy, "Hotel Sahara," starring Yvonne de Carlo and Peter Ustinov, and "Mr. Peek-A-Boo," starring Joan Greenwood, a Parisian comedy.

The August schedule has been revamped as follows:

Aug. 10, "Pardon My French," starring Merle Oberon and Paul Henreid, produced by Peter Cusick; Aug. 17, "Four in A Jeep," starring Ralph Meeker and Viveca Lindfors, produced by Lazar Wechsler in the International Zone of Vienna; Aug. 24, "St. Benny the Dip," starring Dick Haymes, Roland Young and Nina Foch, the first from the Danziger Brothers since "So Young, So Bad"; Aug. 24, "New Mexico," in Anscolor, starring Lew Ayres and Marilyn Maxwell, into general release after pre-release runs; "Two Gals and a Guy," starring Robert Alda and Janis Paige.

The September release schedule includes the pre-release engagements of "The Well," the Clarence Green-Russell Rouse production for Harry M. Popkin, as well as the world premiere of the roadshow release of "The River" at the Paris Theatre, New York, on Sept. 10. Remaining releases up to Oct. 21 are:

Sept. 14, "Gold Raiders," starring George O'Brien, Sheilah Ryan and the Three Stooges; Sept. 21, "Mister Drake's Duck," starring Douglas Fairbanks, Jr., and Yolande Donlan. Oct. 15, "Hotel Sahara," with Yvonne de Carlo and Peter Ustinov; Oct. 21, "Mr. Peek-A-Boo," starring Joan Greenwood.

Review

"Tomorrow Is Another Day"

(*Warner Brothers*)

A ROUTINE story about a couple in flight from the law, "Tomorrow Is Another Day" is given better than routine treatment. The characters are real people with believable emotions and as such the film should capture the audience's full interest. Besides its sympathetic treatment and its tendency to underplay rather than exploit the various situations, "Tomorrow Is Another Day" has a fine cast, including Ruth Roman in a powerful performance that covers a wide range of emotions and should appeal especially to women; Steve Cochran, in a tough though sympathetic role as the man fleeing from a crime which he did not commit, and Lurene Tuttle as an elderly woman who informs on Ruth and Cochran to get the reward to save her husband's life. Henry Blanke produced and Felix Feist directed, with an eye for realism; Art Cohn and Guy Endore wrote the screenplay.

The picture succeeds in capturing the mental torture of the hunted and at the same time the strength which two persons can derive from a belief in one another.

The story tells of Cochran, just released from an 18-year jail sentence for murdering his father, who goes back home, is made front-page news by a reporter and leaves for New York. Lonely, he wanders into a dance-hall and meets beautiful and cynical Ruth Roman. At her flat, she shoots a detective in self-defense. Cochran, knocked out by the detective prior to the shooting, believes he pulled the trigger. The couple leave town and get married. They get to love one another and eventually settle down in California. Cochran is recognized and picked up. By that time, Ruth has confessed to him that she actually committed the murder. The couple are returned to New York but released since the detective has admitted that the girl had acted in self-defense.

Running time, 90 minutes. General audience classification. Release date, Sept. 22.

Mirisch and Branton

(*Continued from page 1*)

nominated recently for membership on the board of directors. Mirisch also will become a board member at the next stockholders meeting.

Mirisch was previously a film buyer for RKO; a co-exhibitor of the Oriental and Tower Theatres, Milwaukee, and a zone manager and film buyer for Warner Brothers Theatres in Wisconsin.

Branton started with the old Finklestein and Rubin circuit in Minnesota and the Dakotas. He later became manager of the Publix New England circuit, and then division manager. Upon decentralization of the Publix circuit, he became head of the Iowa, Nebraska and Illinois territories.

Monogram Southern

(*Continued from page 1*)

Ben Jordan, Jimmy Campbell and Jack Barrett from Atlanta; J. A. Bachman, branch manager, and salesmen A. L. Stout and J. E. McLeroy from Charlotte; Bailey Prichard, manager, Miss Pat Brisendine, office manager and salesmen Henry Hammond and F. J. Kaiser from Memphis. Local representatives present were Henry Glover, manager, Earl W. Schroeder, office manager and salesmen George C. Nungesser and J. J. Fabacher.

Arthur C. Bromberg, Southern franchise holder, and James Prichard, Southern manager, conducted the meeting.

Robbins in Charge

(*Continued from page 1*)

acting treasurer is expected to result in his being the outstanding candidate for the permanent post when the board gets around to making its choice. The post is not generally regarded as the most gratifying in COMPO, and may continue to pose hardships for its occupant until what can be regarded as a more adequate collection system is substituted for the present one based on 1/10th of one per cent of film rentals.

TOA Booth Sale

(*Continued from page 1*)

tribution and exhibition branches of the industry has spread to the equipment and concession fields as well because as of this date we have more booths sold for the TOA convention than were sold at either the Los Angeles or Houston conventions, and at a higher cost per booth, which is necessary because of the higher cost in staging this kind of a show in New York.

Most Leaders

"Represented among the booth buyers are most of the leaders in the equipment and concession fields, plus the manufacturers of several large screen, theatre television equipment—in which all theatremen are interested today.

Checking Senators

(*Continued from page 1*)

tomorrow will open its executive session work on the House tax bill, though it is not likely to start taking any votes until later in the week.

Myers said the arrangements to carry on the campaign are "not nearly as elaborate as on the big tax drive last year," but that "certainly we are taking steps to check on each Senator's reaction and to follow up."

Life, Hit, Too

(*Continued from page 1*)

Corwin conceded that theatre attendance is down from its 1946 all-time high and the industry doesn't feel any happier about it "than the publishers and editors of *Life* can view the steady drop in its circulation since its 1947 peak."

'Flying' Opening Set

CHICAGO, Aug. 12.—The world premiere of Howard Hughes' "Flying Leathernecks" has been set for the Woods Theatre here tomorrow. The Edmund Grainger production for RKO Pictures release stars John Wayne and Robert Ryan.

SAG Demands

(*Continued from page 1*)

for an increase in the daily minimum pay for actors from $55 to $100, and in the weekly free lance minimum from $175 to $375. The demands stipulate that the pacts shall run for two years and be retroactive to the date of the opening of negotiations. Expiration date of the Guild's present contract with the producers was last Dec. 31, but the pact has been continued in effect by mutual consent pending National Labor Relations Board elections which have since reaffirmed SAG's jurisdiction, despite opposition from the Television Authority.

John Dales, Jr., SAG executive secretary, said it was possible that representatives of the Society of Independent Motion Picture Producers also will sit in on the negotiations with the majors. It is intended to hold separate negotiations with the Independent Motion Picture Producers Association.

The 10-page document listing the Guild's demands stipulated that "theatrical pictures made after Aug. 1, 1948, shall be banned from use in television until the producer and the Guild reach agreements on conditions under which such television exhibition of theatrical pictures would be permitted."

In the section of the proposals dealing with TV films, the Guild has taken the position that payment of an actor's salary allows one showing of a film in each television viewing area and that for each subsequent showing the actor must be repaid his original salary.

Referring to the categories of actors coming under the minimums the Guild wants increased, SAG stated: "The amount expended by studios in the course of a year for actors who work in these categories at minimum scales is only an infinitesimal fraction of one per cent of production costs and therefore the proposed increases will add only a trifling amount to the cost of a motion picture."

'Collarites'

(*Continued from page 1*)

tives of Universal. Russell M. Moss, executive vice-president of the "IA" local, said talks with Warner officials probably would get underway this week.

Moss explained the "double-barreled" aspect of the pay raise bid as embodying a 10 per cent general increase, plus six per cent as a length-of-service increase for all who on Sept. 1 have completed one year of service. Under the 10 per cent proposal, none would receive a raise below $4.50 a week, while the six per cent bid provides that those who have not been in the employ of the companies a year on Sept. 1 will receive that additional increase at the end of the year.

Asked how it would be possible to justify the additional six per cent increase under present price-and-wage-control regulations, Moss said the Wage Stabilization Board has ruled in favor of "annual increment" raises similar to those in government for business firms under certain conditions.

The union's demands also call for longer paid vacations and the exclusive certification of the American Arbitration Association to handle arbitration of disputes.

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Ask Taft and Bricker To Oppose Tax Bill

Cleveland, Aug. 12.—Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, in telegrams to Ohio Senators Robert A. Taft and John W. Bricker urges them to oppose the proposed House tax bill provision exempting educational, charitable and religious organizations from collecting the 20 per cent admission tax as being discriminatory. "No special privilege should be extended to special groups and either the present 20 per cent tax should be entirely eliminated or it should be equally imposed on all types of admissions without discrimination," Schwartz stated.

Smith Heads Jubilee Publicity on Coast

HOLLYWOOD, Aug. 12.—Sam Briskin, Hollywood chairman of the "Movietime USA" drive, has appointed Lou Smith general chairman of publicity for the campaign. Smith, in that capacity, will cooperate with the Eastern publicity committee for the drive, it was announced here today.

The following constitute the publicity committee which will aid Smith: David Lipton, Mort Goodman, Perry Lieber, Alex E. Love, George Nichols, Jim Reid, George Lait and Andy Herby.

Plan Long Run 'Movietime'

(*Continued from page 1*)

plan advanced by Zukor, who was present at the luncheon, were disclosed but O'Donnell left no doubt that the idea for a continuing industry promotion plan has been well received already and will be strongly backed at the proper time.

Addressing the gathering, Zukor spoke confidently of the industry's permanency and the abiding favor in which motion pictures always have been held by people everywhere and, he assured his listeners, "always will as long as we continue our record of making this year's pictures better than last year's."

Looking back over his nearly 50 years in the industry, Zukor recalled the pictures shown in his first theatre on New York's 14th Street in 1906, and marked the progress in all phases of production and exhibition over the intervening milestones.

Dismissing the article in the current issue of *Life* magazine which is intended to convey the impression that television is bringing about the end of the motion picture, with the observation that "a magazine writer saying so, doesn't make it true," Zukor gave calm assurance from the wealth of his background and experience as a showman that "the motion picture is here to stay."

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, sponsor of the Movietime campaign, presided at the luncheon and, with Robert W. Coyne, COMPO counsel, reported on the progress of the local campaigns being planned to tie in with the national. There has been enthusiastic response from all areas heard from to date, it was stated, with no lack of cooperation yet encountered.

O'Donnell, Mayer and Coyne will cover every exchange center in the country in the period from now to Sept. 10, making every effort to conclude regional visits by that date to permit every area in the land to use the time remaining to perfect individual campaigns and adapt them to derive the greatest benefit from the national campaign, which will be launched with a nationwide radio broadcast on Sept. 24.

O'Donnell, starting his regional tour in Omaha today, will interrupt it Thursday for a meeting here with company president and distribution chiefs to conclude important phases of the campaign. He will resume his tour on the following day in Washington. The balance of his itinerary is: tomorrow, Minneapolis; Wednesday, Detroit; Aug. 18-19, New York; Aug. 20, New Haven; Aug. 21, Boston; Aug. 22, Indianapolis; Aug. 23, Chicago; Aug. 24, Denver; Aug. 25-26, Dallas; Aug. 27, Memphis; Aug. 28, Atlanta; Aug. 29, Jacksonville; Aug. 30, New Orleans.

The itinerary to Sept. 10, augmented by the trips to be made by Mayer and Coyne, will be completed later.

Also present at the luncheon Friday, in addition to the trade press representatives, were William O'Donnell of Interstate Circuit, Dallas, and Charles McCarthy, COMPO information director.

Ohio Maps September 'Movietime USA' Rally

CLEVELAND, Aug. 12.—At Friday's meeting called by state chairman Meyer Fine, Cleveland industry leaders pledged full cooperation for the Council of Motion Picture Organizations' "Movietime USA" drive.

Dick Wright was named group secretary and a meeting was slated for tomorrow at the Statler Hotel to map plans for a September rally of all Northern Ohio exhibitors. Those on the policy committee which will map the rally, include: Frank Murphy, I. J. Schmertz, Nat Wolf, M. B. Horwitz, Nat Barach, Leonard Greenberger, Nate Schultz, Jack Essick, Ted Vermes, Ted Barker, Lester Zucker, and Marshall Fine.

New England Exhibitors Set 'Movietime' Meet

BOSTON, Aug. 12.—Martin J. Mullin, president of New England Theatres; Sam Pinanski, president of American Theatres, and Nathan Yamins, president of the Yamins Theatres of Fall River, have called a luncheon meeting for Aug. 21 at the Hotel Bradford here to set plans for the New England "Movietime U.S.A." campaign. R. J. O'Donnell, national director of "Movietime," will attend. Arthur Mayer and Robert Coyne of the Council of Motion Picture Organizations are expected to accompany him.

Mullin, Pinanski and Yamins are co-chairmen for the area, with Francis X. Callahan, Sr., Atlantic division manager for 20th Century-Fox, chairman for distribution.

Zukor Confident of Films' Permanency

Adolph Zukor, Paramount Pictures' board chairman and "dean" of the industry, made the following observations on current trade conditions at a Hotel Astor luncheon here on Friday:

"We always have had, always will have, our ups and downs. So do other industries, so do families and individuals. Basically, we have nothing to fear. Motion pictures are permanently entrenched in public favor and approval.

"We have no right to expect abnormal prosperity to be our permanent standard."

Washington, Maryland, Virginia Set Plans for Regional Drive

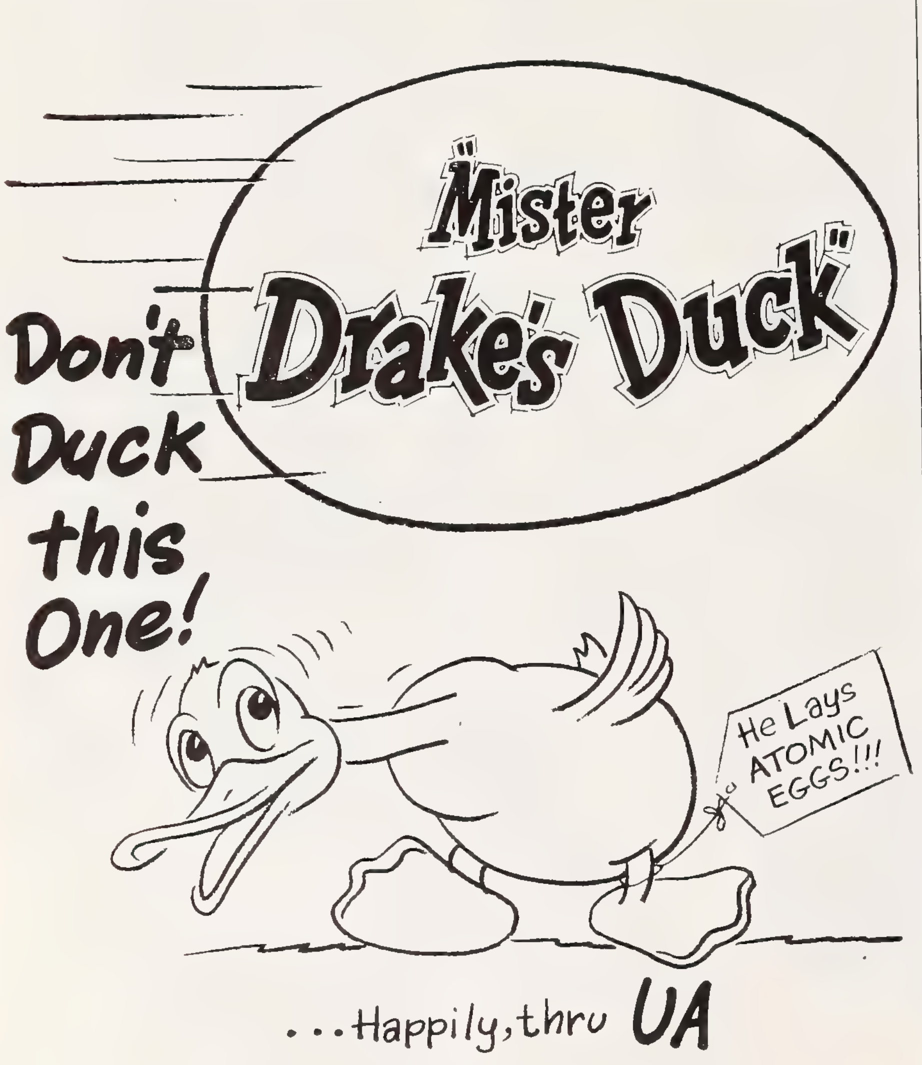
WASHINGTON, Aug. 12.—Plans to tie the Washington-Maryland-Virginia area into the nationwide "Movietime U.S.A.," campaign will be discussed here at a luncheon and meeting next Friday.

A. Julian Brylawski, head of the Washington Motion Picture Theatre Owners Association and named by Robert O'Donnell to be chairman of the area campaign, said Lauritz Garman, head of the Maryland Exhibitor Association, and Morton Thalhimer, leading Virginia exhibitor, would bring large delegates to the meeting. The conclave will be addressed by O'Donnell, Arthur Mayer and Robert Coyne of COMPO.

Frank La Falce of Warner was named coordinator of the local campaign by Brylawski. Jerry Adams, M-G-M exchange manager, has been named to head distributor activities for the campaign.

Buy Into Princeton Film

DES MOINES, Aug. 12.—The Meredith Publishing Co. has purchased an interest in the Princeton Film Center, Inc., at Princeton, N.J., producer of special films, TV films and commercials.


Don't Duck this One!
"Mister Drake's Duck"
He Lays ATOMIC EGGS!!!
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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 31 NEW YORK, U. S. A., TUESDAY, AUGUST 14, 1951 TEN CENTS

New 10-Year Deal at W.B. ForKalmenson

Five - Year Advisory Status Begins in 1956

Ben Kalmenson will continue as general sales manager of Warner Brothers for another five years under new contract which provides addiionally that on June 30, 1956, he shall ecome an advisor to the company for he five years beginning then.

The new agreement cancels out preious agrements, dated Dec. 13, 1945, nd June 4, 1948, under which Kalmenson, a Warner vice-president, has een employed.

Under the new pact, Kalmenson's ompensation for the period July 1, 951 to June 30, 1956, will be $1,750 er week, plus $250 per week for enertainment and other expenses.

For the period between July 1, 1956 nd June 30, 1961, during which he will function as an advisor, Kalmenon will receive $500 per week comensation.

The contract specifies that Kalmenon "shall have no obligation to ac-

(*Continued on page 6*)

Show Boat' Is Still Tops as Broadway Grosses Stay Mixed

The mixed aspect of business at New York's first-runs continues this week as holdovers predominate. Summer temperatures, rain and the influx nd departure of vacationers are in ifferent ways exercising their influnce on Broadway grosses. Excellent, air and poor returns are in evidence t various locations.

"Show Boat," together with a Russell Markert stage production, still is riding the crest of prosperity at Radio City Music Hall where $152,000 for the

(*Continued on page 2*)

SIMPP Hears Mulvey On UK Pact Today

Hollywood, Aug. 13.—James A. Mulvey, representative of the Society of Independent Motion Picture Producers at the recent film remittance agreement negotiations in London, will report to the SIMPP executive committee on the proposed new pact at a luncheon meeting here tomorrow.

Minneapolis, Cincinnati Report Better Business

Minneapolis, Aug. 13.—Returning from a tour of exchanges under his supervision, 20th Century-Fox district manager M. A. Levy reports that theatre business all along the line is showing marked improvement.

He disclosed that drive-ins especially are doing an exceptionally fine business and outstate situations are near peak in attendance when better product is on tap. He said Loop grosses are climbing slowly in all key cities, with only the neighborhood houses in the key cities showing a reluctance to "go along with the upward swing." Even in the latter situations, there have been some good improvements in the past few weeks, the Fox sales head declared.

Levy said "it is just possible" that the drive-ins are slowing the return to normalcy of grosses in the neighborhoods, but reminded that the neighborhoods "were off considerably more before the drive-ins opened" than they now are.

Cincinnati, Aug. 13.—Although first-run business here is still spotty, the overall averages are definitely ahead of those in recent weeks, due to the fact that the "big" pictures are garnering grosses well into the upper brackets. Outstanding in this category is "Show Boat," which, on a four-week run pulled a total of $76,000 at the RKO Albee, where a picture heretofore has never played longer than two weeks. The extended run makes comparisons impossible, but the figure is an all-time record for a straight film program at this house. "On Moonlight Bay" did approximately 50 per cent above average at the RKO Palace, with an estimated $17,000, an unusual figure for this spot. It moved to the RKO Lyric for a second week, and is reporting good returns.

The consensus of opinion is that business generally is gradually but surely improving, particularly as the quality of product improves.

(*Continued on page 6*)

Definite Upswing, Feldman Reports

Territorial business reports which were submitted by Universal district sales managers at yesterday's opening session of a two-day sales meeting being held here at the home office, indicate a definite upswing in every section of the country, it was disclosed by Charles Feldman, district sales manager. Exhibitors everywhere are heralding this turn for the better, he added.

Universal's "grass-roots" sales policy, which enables field sales personnel to consistently report on the fluctua-

(*Continued on page 6*)

PCCITO Kicks to Depinet Over 'Life'

San Francisco, Aug. 13.—Rotus Harvey, acting in behalf of the Pacific Coast Conference of Independent Theatre Owners, has protested *Life Magazine's* unfriendly story on the motion picture industry, published last week, in a wire to RKO president Ned Depinet, as head of the Conference of Motion Picture Organizations.

Harvey called for action from COMPO's leader, in the following words:

"RKO's double-truck ad on 'Leathernecks' in the Aug. 13 issue of *Life*

(*Continued on page 6*)

Jessel to 'M. C.' at 'David' Premiere

Flying in from the Coast for the occasion, George Jessel will be master-of-ceremonies at both public address and radio microphones at the premiere of 20th Century-Fox's "David and Bathsheba" at the Rivoli Theatre here tonight.

Jessel will introduce the personalities to the thousands expected to jam Broadway, while the Tex and Jinx program report his running comments on tape for rebroadcast on the NBC network the following day.

Newsreel cameramen will film the

(*Continued on page 6*)

12 from M-G-M in Next Three Months

M-G-M will release 12 pictures for the three months starting Sept. 17, it was announced here yesterday by William F. Rodgers, sales vice-president. The releases will be geared at four a month, with at least five Technicolor films in the dozen.

Heading the list will be "The People Against O'Hara," which stars Spencer Tracy, followed by "Angels in the Outfield," starring Paul Douglas; "Mr. Imperium," in Technicolor, and starring Lana Turner and Ezio Pinza; and "Red Badge of Courage,"

(*Continued on page 6*)

Theatre TV to HaveRobinson Turpin Fight

RKO Gets Film Rights To Return Bout Sept. 12

Large screen theatre television is taking another prize fight "plum" away from home viewers.

The return bout for the world's middleweight championship between Sugar Ray Robinson and Randolph Turpin at the Polo Grounds here Sept. 12 will be kept off home television in favor of exclusive showings in at least 11 theatres in eight cities.

In addition, exclusive film rights to the fight have been allotted by the International Boxing Club, promoter, to RKO Pictures.

The two-way theatre and film deal is expected to have affected IBC's decision to reject television network and sponsors' bids for free television and radio broadcasts of the bout. In addition, of course, also influencing the decision was the promoter's desire not to injure the "gate" at the Polo

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, Aug. 13.--Senators Herman Welker (R., Idaho) and Harry Cain (R., Wash.) today introduced a resolution calling for a probe by the Senate Judiciary Committee of alleged monopolistic practices by the International Boxing Club. Although it did not contain any direct reference to the theatre TV broadcasts of IBC big fights, the bill would encompass theatre TV.

•

The three boxing bouts carried as theatre television exclusives since June 15 drew attendance totaling 81,022, while the combined seating capacity of the participating theatres for the events was only 75,912.

Personal Mention

ARTHUR SILVERSTONE, Eastern and Canadian sales manager for 20th Century-Fox, returned here yesterday from Canada.

•

DONALD R. FLORIAN, son of MRS. HAZEL FLORIAN, manager of the Strand Theatre, Winsted, Conn., was married recently to JANET ABELING of Torrington, Conn.

•

MAJOR HARRY MILLER, assistant to WILLIAM B. ZOELLNER sales executive at M-G-M, has returned to New York from a New Hampshire vacation.

•

JEFF CHANDLER, accompanied by AL HORWITZ, Universal-International studio publicity director, will leave New York tonight for Pittsburgh.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, has delayed his return here from the Coast until Friday.

•

FRED M. HOTCHKISS, Westrex Corporation's regional manager for Western Europe, has returned to New York.

•

MILTON ELMAN of National Screen Service, is vacationing in Yosemite National Park from New York.

•

A. B. WEISBORD, of M-G-M's advertising and art departments, has returned from a Maine vacation.

•

CHARLES MCBRIDE, executive of the Golden State Theatres, is ill at his home in San Francisco.

•

ROBERT PARCELLS has been named assistant manager at the Paramount Theatre, New Haven.

•

RUSSELL GAUS, Atlanta manager for M-G-M, will arrive here on a vacation on Saturday.

•

CHARLES MOSS, managing director of the Criterion Theatre here is vacationing this week.

•

LEW MAREN, United Artists publicist, is in San Francisco from Los Angeles.

•

JUDY GARLAND has arrived from England on the *S.S. Queen Elizabeth.*

•

MILT HARRIS has been appointed manager of the Cinema, Buffalo.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is on vacation.

Simpson With Kramer

HOLLYWOOD, Aug. 13.—Len Simpson has assumed the post of director of publicity in Hollywood on "High Noon," Stanley Kramer's next production for United Artists release. Simpson will operate under George Glass, advertising-publicity vice-president of the Kramer organization.

Protests Writers' Withholding Levy

Hollywood, Aug. 13.—The Screen Writers' Guild is urging its membership to write to California Senators William Knowland and Richard Nixon, protesting a clause in the proposed Federal tax measure requiring publishers, producers and others to withhold 20 per cent of payments to writers. The SWG says the average author receives less than $3,000 per year and pays an overall tax far less than 20 per cent, and the new withholding levy would be grossly unfair.

WB 'Force of Arms' Has World Premiere

Before an audience including high-ranking Army Officers and contingents of the Women's Army Corps, the Department of the Army last night presented to Warner Brothers Pictures at the premiere performance of "Force of Arms" at the Warner Theatre, a "Certificate of Achievement" for the production, which, in the words of the Army citation, "reflects great credit upon the members of the Women's Army Corps who serve their nation in peace and war." The new picture had its premiere in honor of the WACs.

Lt. Gen. Willis D. Crittenberger, commanding general of the First Army, and Col. Mary A. Hallaren, director of the WAC, headed the uniformed guests at the opening, which was covered for the radio audience by Martin Starr of WINS.

The premiere observances inside the theatre were conducted with Lt. Col. Roswell P. Rosengren, Chief of the Information Section, Headquarters, First Army, as master-of-ceremonies; with picked WAC groups and the First Army Band and color guard, prior to the start of the program, on stage.

Burt Jacocks Leaves WB Theatre Post

NEW HAVEN, Aug. 13.—Burt Jacocks, chief film buyer in Warner Theatres' New England zone offices in New Haven, has resigned, effective Aug. 18. His future plans were not disclosed.

Harry Goldberg, director of advertising and publicity for Warner Theatres, is due here from New York tomorrow to arrange for a successor.

400 at Drive-in Church Services

BOSTON, Aug. 13.—More than 400 persons, many of them shut-ins, participated in church services yesterday at the Neponset Drive-in Theatre in Dorchester.

Attending were tourists and people as far as 20 miles from the drive-in. The services were termed highly successful by Dr. Ernest Lyman Mills who preached the first sermon.

NY Grosses

(*Continued from page 1*)

fourth week compares with $134,000 for the fourth stanza there of "The Great Caruso," the preceding tenant. The Music Hall took in a huge $92,000 last Thursday through Sunday night.

Meanwhile, a record-breaking clip is being maintained by "Oliver Twist" at the Park Avenue where the second week, with an $18,400 gross, almost kept abreast of the opening stanza's take of $18,900. The third week began yesterday.

Another robust grosser is Walt Disney's "Alice in Wonderland," which is due to bring in $41,000 at the Criterion in a third week. Lou Bunin's "Alice in Wonderland" quit the Mayfair last Wednesday, being replaced by "No Questions Asked," which is on the way to a mild first week's gross of $10,000.

"That's My Boy," supplemented by a stage show featuring The Modernaires, continues to perform in grand style at the Paramount. A rousing $87,000 is indicated for the second seven days.

Gratifying Grosser

Another gratifying grosser is "Bright Victory" which is expected to give the Victoria $22,000 in a second week. At the off-Broadway Trans-Lux 52nd Street, meanwhile, "Kind Lady" opened to what was described as record-breaking business, with a towering $15,800 expected to be registered at the conclusion of the first week this evening. The Trans-Lux management indicated a long run is anticipated.

"David and Bathsheba" will have its world premiere this evening at the Rivoli which has been shuttered since mid-June. Another world premiere took place last night with the opening of "Force of Arms" at the Warner where "On Moonlight Bay" was discontinued after an unimpressive 19-day run which wound up with about $7,000 for the final five days.

Tomorrow, the Warner and the Paramount will use their large screen equipments to televise direct from the ringside in Baltimore the heavyweight bout between Joe Louis and Jimmy Bivins. A number of Greater New York neighborhood houses also will present large-screen telecasts of the fight.

The Capitol will introduce a new picture tomorrow when "The Law and the Lady" supplants "Rich, Young and Pretty" whose third and final week looks like a fair $20,000. "Secret of Convict Lake" continues at the Globe where a satisfactory $17,500 is in store for the second week at this Broadway house.

'Belvedere' Limping

"Mr. Belvedere Rings the Bell," which has been limping at the Roxy, is expected to take in only $54,000 in a second and final week. It will be replaced tomorrow by "Meet Me After the Show" and stage performances by Milton Berle and Dagmar. An ice and variety stage revue is on the present program.

"Cattle Drive" is having a slow first week at Loew's State, with $15,000 indicated. "Iron Man" will take over at that house on Saturday. "Tomorrow Is Another Day" will wind up its first week at the Holiday tomorrow with an estimated $7,000, which is satisfactory business. A slow third week is indicated for "Happy Go Lovely," at the Astor, with $10,000 estimated.

"Tales of Hoffman" remains firm at the Bijou where the 19th week will register around $11,000. Also a consistent grosser is "Kon-Tiki," which will give the off-Broadway Sutton $5,600 in a 19th stanza. The latter film will be replaced by "The Medium" on Sept. 4.

Votes Military Tax Exemption

Washington, Aug. 13.—A House-passed bill exempting military personnel from the 20 per cent Federal admission tax when they are admitted free was approved today by the Senate Finance Committee.

Mills to Act for MPA In New NCCJ Unit

Taylor Mills, Motion Picture Association of America, will represent the MPAA on the newly-created Mass Communications Commission of the National Conference of Christians and Jews. Mass Communications marks the Conference's fifth area of national activity, the others being in education, religion, community and labor-management.

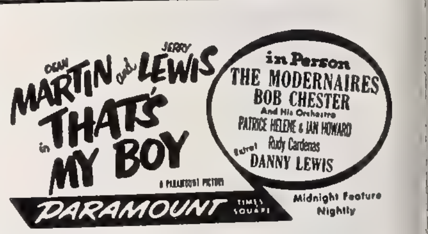
Other industry members already named to the Communications Commission are J. Robert Rubin, vice-president of Loew's, and Max E. Youngstein, vice-president of United Artists.

David Coplan Coming

LONDON, Aug. 13.—David Coplan, head of International Film Distributors here, and former London manager for United Artists, has left for the U. S. on a business trip.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation



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"...And Companion-approved movies play just around the corner!"

Here's a real estate man with a moving argument. He must know the strong appeal that COMPANION-approved movies have for women everywhere. The movie-makers know it — and that's why they have invested more money in the COMPANION during the past five years than in any other monthly magazine.*

*Except of course the fan magazines!

Currently advertised in the COMPANION:

"*Rich, Young and Pretty*" – METRO-GOLDWYN-MAYER
"*Alice in Wonderland*" – WALT DISNEY
"*Angels in the Outfield*" – METRO-GOLDWYN-MAYER

Woman's Home COMPANION

HE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

National Pre-Selling

THE current issue of *Tide,* the news-magazine for advertising executives, carries a feature story of 20th Century-Fox's exploitation of "David and Bathsheba" and says, "With a blare of trumpets not heard since Joshua brought down the walls of Jericho, the company brings the 3,000-year old biblical story to the screen with the biggest promotional push in its history." Charles Einfeld, vice-president in charge of advertising and publicity, is quoted as saying the company will spend $1,000,000. in the pre-selling campaign.

Advertising manager Jonas Rosenfield has placed contracts for single-column ads in 150 national magazines and newspaper supplements. The campaign will embrace publications throughout the "Bible belt," as well as 35 Jewish newspapers and magazines. Negroes will be approached with ads in *Ebony, Our World* and the *Pittsburgh Courier.* Almost no major publication, including every motion picture fan magazine with an ABC audit, is by-passed. From its ads, 20th-Fox hopes to learn not only where its audience is, but what media is reaching them best.

•

***Collier's* magazine carries an important feature article in its current issue, devoted to Susan Hayward, starred in "David and Bathsheba" who is named by Thomas Wood, author of the three-page, full-color illustrated article, as one of filmdom's most talented and hardest-working stars.**

•

Esquire, *for the first time, will drop the Al Moore girl gatefold in its October issue, in favor of a sultry pose of Susan Hayward as "Bathsheba." Goodall Fabrics are creating a "David and Bathsheba "material, and will see that one exclusive store in each city has it on display. Paris' six top couturiers (from Schiaparelli to Balmain) will create "David and Bathsheba" designs—the first time the haughty Parisian dressmakers have permitted themselves to be associated with a motion picture tie-in. Lever brothers will run Susan Hayward's picture endorsing Lux soap. Both Auto-Lite and Eagle clothes will use endorsements by Gregory Peck. There is even a song of "David and Bathsheba" which has been recorded by Dick Haymes for Decca records, and the Billy Williams Quartet, for M-G-M records.*

•

More than 100 leading department stores throughout the country have already tied in with Paramount's "back to school" fashion promotion of "That's My Boy," sponsored by *Photoplay* magazine. Each of the stores will time their local promotion to coincide with the playdates for the Dean Martin-Jerry Lewis comedy in their particular city, where the campaign will be spearheaded by large cooperative newspaper ads and window displays. Typical is a tieup with the S. H. George and Sons' store in Knoxville, Tenn., where a fashion show and street parade featuring the University of Tennessee band will augment cooperative advertising for the opening of the picture at the Tennessee theatre on Aug. 19.

More than 575,000 *requests for the special souvenir brochure on "David and Bathsheba" which was announced in 22 keyed advertisements in July national magazines have been received, with 211 other keyed ads scheduled to appear through August and September. It is estimated that 5,000,000 of the full-color brochures will be required to supply the demand from readers in this direct-mail check on public interest in the national magazine advertising campaign. Approximately 65 per cent of the response to date has come from large population areas and it is expected that there will be a large minority response from small towns. With word-of-mouth and the calculated readership which the brochure will generate, it is figured that upwards of 25,000,000 people will be presold.*

•

Paramount has allocated an advertising budget of $150,000 for "A Place in the Sun" in national magazines of general interest. Thirteen publications, to run ads from the last week in August to the first week in October, are *Collier's, Cosmopolitan, Good Housekeeping, Ladies' Home Journal, Look, McCall's, Parent's, Redbook, Saturday Evening Post, Seventeen, Woman's Home Companion,* and the *Saturday Review of Literature.* An additional budget of $40,000 will provide full coverage in the October issues of a string of fan magazines which will hit news stands in early September. The New York premiere of the picture at the Capitol Theatre, will have a first-week ad budget of $30,000 as part of a full campaign.

•

United Artists has effected a national tieup with *Classics Illustrated,* top juvenile publication, to benefit "Oliver Twist" as part of a deal set by Lige Brien, UA's director of special events, in conjunction with the opening of the picture at the Park Avenue Theatre here.

WALTER BROOKS

Review

"Force of Arms"

(Warner Brothers)

A ROMANTIC drama is unfolded against a World War II background with striking effect in "Force of Arms." The romantic aspects are absorbing and gratifying and the battlefield drama is vivid and realistic. Although the story ingredients are actually of a conventional nature, the mixture is adroitly done. The customers should find this a highly entertaining war film.

Heading the cast are William Holden, Nancy Olson and Frank Lovejoy, with Gene Evans, Dick Wesson and Paul Picerni in supporting roles as dogged foot soldiers.

Holden plays a G. I. sergeant in Italy who is promoted from the ranks to lieutenant. An inseparable buddy of Lovejoy, a major, Holden decides to celebrate with him in town. It is here that Holden has his second chance meeting with Miss Olson, a WAC lieutenant. Holden grows interested, starts dating her and in time the two fall in love. It seems that the hitherto daring Holden has found something to live for in love. As a result he plays it safe in action at the front and this indirectly causes his buddy Lovejoy to be killed.

Considerable authentic footage has been inserted into the film, heightening the realistic atmosphere. Mentally disturbed, physically wounded, and reclassified to limited duty, Holden goes on to marry Miss Olson. The thought of Lovejoy's death haunts him, however, to the point that he decides to return to the front. Under fire, Holden is courageous to a fault. He is reported missing in action. In the meantime his wife discovers she is going to have a baby. What ensues is a desparate effort by Miss Olson to find Holden. When all seems lost he turns up and thus a happy reunion blends with the bells of military victory.

Anthony Veiller produced and Michael Curtiz directed from a screenplay by Orin Jannings.

Running time, 100 minutes. General audience classification. Release date, Sept. 15.

MANDEL HERBSTMAN

Hold Off Action On Mexican Law

MEXICO CITY, Aug. 13.—Representatives of eight major U.S. film companies have received government assurances that no action under the new law regulating the Mexican film industry is contemplated until the Federal Legislature convenes on Sept. 1.

Meanwhile, American film companies have suspended importing pictures pending definite action on the law, the main features of which are obligatory 30 to 50 per cent playing time for Mexican pictures throughout Mexico and prohibition of any theatre to exclusively exhibit one company's products.

The stay, Interior Minister Adolfo Ruiz Corines explained, will allow time for formal statement of opinions and criticisms by all sectors of the industry. The matter was left to the new Legislature so that any necessary changes which the government deems necessary may be enacted, he elaborated.

The new law was protested during an interview with the Interior Minister attended by American representatives.

Goldstein Resigns as MGM Albany Mgr.

ALBANY, Aug. 13.—Bennett Goldstein resigned as M-G-M office manager and head booker to become buyer and booker for the Schine Circuit in Cleveland. He has been with M-G-M for 12 years.

Frank Carrol, employee here 18 years and booker 5, succeeded Goldstein. Helen Hart was promoted from cashier to replace Carroll. Burt Topal, who came to Albany as M-G-M student booker and later was promoted to booker, is leaving Friday to take a similar position with United Artists' New York branch. His successor was not announced.

Distributors Settle $3,750,000 Action

Cincinnati, Aug. 13.—A U. S. District Court suit filed by the local S. and S. Amusement Co., headed by Ruben Shor, against major distributors, seeking a total of $3,750,000 in triple damages because the plaintiff's Twin Drive-in was allegedly deprived of first-run product, has been dismissed at the plaintiff's request. Product has been booked into the theatre since the suit was filed. The theatre participates in the 20th Century-Fox policy of releasing first-runs simultaneously to a number of local suburbans.

Minter Here for Expansion Talks

LONDON, Aug. 13.—George Minter, head of Renown Pictures, left here for New York by plane tonight for a 10-day business visit. He hopes to set American distribution deals for Renown's "Tom Brown's Schooldays" and "Scrooge."

While in New York Minter will confer with Richard Gordon, head of his office there, concerning expansion of Renown's activities in the U. S., and on American market possibilities for "Pickwick Papers," which he is now preparing for production in early 1952.

Hammons Doing Health Film Subject

LONDON, Aug. 13.—Earle W. Hammons, head of Educational Pictures, has arrived here from New York en route to Geneva where he will make scenes for the film, "The Ancient Curse," which he is making for the U. S. Information Service.

The film, requested by the World Health Organization, deals with the world-wide fight against malaria. Hammons is accompanied by Roger Keene, director, and Sigmund Miller, author.

Md. TOA Appoints Nolte, Leventhal

BALTIMORE, Aug. 13.—The Motion Picture Theatre Owners of Maryland, has named C. Elmer Nolte, Jr. and Meyer Leventhal to arrange for a special meeting here within two weeks in connection with the Council of Motion Pictures Organizations' "Movietime U.S.A." drive.

They will contact COMPO in an effort to have a New York representative address the gathering and help map a local campaign. Washington exhibitors are to be invited to the meeting.

Delay K. C. Premiere

KANSAS CITY, Aug. 13.—Because of the interest in the Kansas City area in Wald-Krasna's "Behave Yourself!", due to the exploitation by Macy's Department Store here of the "honeymoon house" seen in the picture, RKO Radio executives have decided to advance the date of the world premiere from Aug. 29 to Sept. 19, to permit time to set up a fully exploited area premiere.

'Implementation' Of Copper Salvage Program Announced

WASHINGTON, Aug. 13.—NPA film chief Nathan D. Golden today announced "implementation" of the copper drippings salvage program which was the subject of a May 23 conference between Golden and film industry officials.

Golden released the text of a letter he had mailed to the MPAA, Allied, TOA, TESMA, TEDA, Film Carriers Association of New York, IATSE, National Film Carriers, National Theatre Supply and Variety Clubs International in which he signaled the start of the drive and outlined steps to be taken by each industry segment.

The letter pointed out that perhaps the most critical shortage is that of copper and estimated that film industry conservation could add as much as 00,000 pounds of copper per year. "The success of this program may well insure the industry in getting enough copper-coated carbons to maintain full operation," Golden said.

All money collected from the sale of drippings in each city will be turned over to the welfare fund of the local Variety Club, and each welfare fund chairman will be responsible for the operation of the program in his city.

Theatre owners and projectionists will accumulate the drippings. Film carriers will then pick up from houses which they serve and will turn collections over to theatre equipment dealers designated for each city or area. The latter, when more than 100 pounds and preferably several hundred pounds have been collected, will notify the local Variety Club welfare committee chairman. The chairman will dispose of the drippings to authorized metal scrap dealers bidding highest, and the resultant funds will be used to carry on Variety Club welfare work.

The organizations to which the Golden letter was addressed had all endorsed the program at the May 23 meeting, and Golden requested that they solicit the "wholehearted cooperation" of their respective memberships.

Schwartz Heads RKO Sales in Japan

William Schwartz, Far Eastern film veteran, has been appointed RKO manager for Japan by Phil Reisman, R.K.O. vice-president in charge of foreign distribution. Schwartz has already arrived in Japan to estabilsh headquarters in Tokyo.

Schwartz has spent some 20 years in the film business, starting in 1931 as manager and shareholder in W. W. Taylor and Co., in Seoul, Korea. This organization acted as agents for 20th Century-Fox films.

Rank Shows Theatre TV in Scotland

LONDON, Aug. 13. — J. Arthur Rank's Cinema Television, Ltd., gave Edinburgh its first demonstration of theatre television recently. It presented an address by the Duke of Edinburgh at the annual conference of The British Association there to an audience of 2,500 in a hall a mile away.

Television so far has not reached Scotland, so the event had the appeal of novelty to the local audience.

Reviews

"Mister Drake's Duck"

(Angel Productions—United Artists)

THAT PROVOCATIVE TENDENCY of the British to poke gentle satire at themselves is in full flower in "Mister Drake's Duck." The farce stems from a duck that lays eggs containing uranium. As a result a situation develops that ranges in dimension from marital unrest to international complications.

The picture is blessed with the buoyant personality of Douglas Fairbanks, Jr., a young groom who takes his pretty bride, Yolande Donlan, to his farm in Sussex, England for a honeymoon. Quite unwittingly the bride, playing the farmhand zestfully, buys a flock of ducks at a market auction. This results in some playful marital mixups which is only a foretaste of what happens when the government learns that one of the ducks lays atomic eggs.

There are many good laughs in the story, fashioned by Ian Messiter, and at the "sneak" preview at a Manhattan house the other evening the audience responded with amused warmth. Actually, the story is based on a narrative fragment and it is developed skillfully to a point, after which it begins to wear a little thin.

No sooner does the government learn of the strange duck than armored tanks come converging on the farm and set into motion "Operation Chickweed." In the events that ensue various aspects of current conditions come in for some lampooning.

There are several good vignettes rounding out the story, such as those in which John Pertwee, a farmhand; Wilfrid Hyde-White, a Ministry official and Howard Marion-Crawford, a major in the army, appear. Daniel M. Angel produced in association with Fairbanks. Val Guest directed and did the screenplay.

Running time, 81 minutes. General audience classification. Release date, Sept. 21.

M. H.

"Cyclone Fury"

(Columbia)

HEIGHTENED comedy is the added ingredient in the latest in the popular Durango Kid series, "Cyclone Fury," which still features plenty of action to delight Durango's considerable following.

Once again Charles Starrett, in the dual role of Durango and Steve Reynolds, is on hand for the heroics, with Smiley Burnette continuing to provide songs and comedy.

Since the film's all-male cast provides no damsel-in-distress, Starrett performs his good deed for an Indian boy, Louis Lettieri, the heir to thousands of wild horses willed him by his murdered white step-father. Young Lettieri gets an Army contract to deliver 300 horses to the Cavalry each month, beating out Clayton Moore, the town's wealthiest citizen. Starrett takes over as the boy's protector and in the course of the ensuing action he saves the boy's life, routs Moore and his gang and, finally, meets the delivery deadline, thus saving the contract with the Army. Besides making Lettieri a very wealthy little Red man, Starrett wrings a confession of murder from Moore.

Before the action begins in earnest, Burnette shines as an engaging braggart. He also sings two numbers with Merle Travis and his Bronco Busters.

Ray Nazarro directed, from a screenplay by Barry Shipman and Ed Earl Repp. Colbert Clark produced. Others in the cast include Fred F. Sears, Bob Wilke, George Chesebro and Frank O'Connor.

Running time, 54 minutes. General audience classification. August release.

Krolick Will Manage Buffalo Para. Corp.

BUFFALO, Aug. 13.—Arthur Krolick, former city manager for United Paramount Theatres in Rochester, has been appointed acting district manager of Buffalo Paramount Corp., operating the Paramount, Center, Seneca, Niagara and Kenmore. Krolick succeeds James H. Eshelman, who resigned. Eshelman will continue to make his home in Buffalo, but has not as yet made a definite new connection.

Temporarily, Krolick will continue to supervise the operation of the Buffalo and Rochester Paramount circuits. In Rochester, Lewis Thompson, who has been manager at the Regent, has been named acting manager of the Paramount and Joseph Szell, formerly assistant at the Paramount becomes acting manager at the Regent.

New FWC Theatre

HOLLYWOOD, Aug. 13.—Fox West Coast Theatres will open its new $450,000 Fox Theatre in Venice, Cal., on Friday with Hollywood-type ceremonies attended by Charles Skouras, National Theatres president.

Harry Clay Hervey, 50, Film Writer

Harry Clay Hervey, 50, explorer, novelist and film writer, died Sunday in Memorial Hospital here after a long illness.

One of his best-known motion pictures was "Shanghai Express," which starred Marlene Dietrich. Others included "Devil and the Deep" and "Road to Singapore." Hervey leaves his mother, Mrs. Jane Davis Hervey of Savannah, Ga. Services will be held in Savannah tomorrow.

Edward Farrell Services

BOSTON, Aug. 13.—The funeral of Edward J. Farrell, former manager of the Regent Theatre in Arlington, Mass., who died Saturday, will be held tomororw in Groton. He leaves a sister, Mrs. George W. Mernick.

80% of TOA Booths Sold

Eighty per cent of the equipment and concession booths for the trade show and exhibit of the Theatre Owners of America convention, Sept. 23-27 in New York have been sold, and not eight per cent as inadvertently stated here yesterday.

Briskin Completes Guild Committee For Jubilee Tours

HOLLYWOOD, Aug. 13. — Samuel Briskin, Hollywood chairman of the "Movietime USA" campaign, today announced the completion of the Guild committee which will recruit some 200 film personalities to tour the nation during the first week of October.

The Screen Actors Guild appointed Ronald Reagan and George Murphy to the Guild committee. The Screen Writers Guild appointed Allen Rivkin, while the Screen Directors Guild named George Sidney, Henry Potter and King Vidor. The Artists Managers Guild appointed Adrian McCalman.

When the talent Guilds have completed their lists of personalities volunteering for the tour service, the AMG will cooperate in arranging availabilities. The personalities making the tours will be cleared through the Hollywood Coordinating Committee.

Slate Mid-South Jubilee Meeting

MEMPHIS, Aug. 13.—An industry-wide meeting of exhibitors and distributors has been called for Aug. 27 at the Malco Theatre to launch a Mid-South "Movietime USA" campaign. Robert J. (Bob) O'Donnell, national jubilee director, will come to Memphis for the meeting.

Stembler Named V.P. Of Georgia Theatres

ATLANTA, Aug. 13.—John H. Stembler, who has been associated with the Georgia Theatres for the past five years, has been named executive vice-president of the company. This is a newly-created position. Stembler, was also elected to the company's board of directors, it was announced by William J. Jenkins, president.

Reelected directors were Jenkins, Leonard H. Goldenson, and Simon B. Siegel; Jenkins was also reelected president and general manager of the Georgia Theatres, and vice-president of Savannah Theatres. He was also reelected president of the Mosque, Inc., which owns the Fox building here. A contract was entered into providing that the Fox property shall be managed bv Jenkins for the next 10 years.

Georgia Theatres is owned by Jenkins and United Paramount Theatres. Jenkins also is a stockholder and director in a number of drive-in and community theatres in Greater Atlanta.

Jordan Named to UI Foreign Unit

Marion F. Jordan has been named to the staff of Universal International, foreign subsidiary, by Americo Aboaf, sales vice-president of the unit.

Jordan entered the film business in 1928 with Paramount in Europe. He was with that company until 1947, successively as general manager of Poland, Yugoslavia and India. In 1947 he was loaned by the MPAA, later joining the MPEA as general manager for Western Germany, in which post he remained until the end of 1950, when American film companies again started distributing their pictures individually in that territory.

'IA' Mechanics Set To Organize TV

The increasing production in New York of films for television has set the IATSE Studio Mechanics Union on an intensive campaign to organize studio mechanics employed by television film producers here.

New York City "IA" Local No. 52 has employed veteran union organizer Danny Doran to conduct the drive to add TV film production mechanics to its membership.

Robinson-Turpin

(*Continued from page 1*)

Grounds by permitting free telecast of the fight in the New York area.

In that connection, and as on previous occasions, New York theatres equipped with large screen TV will not be permitted to pick up the fight. The theatre telecast deal was set by Nathan Halpern, head of Theatre Network Television, with Jim Norris, IBC president.

The Robinson-Turpin fight is expected to be a big draw. Turpin took the middleweight title away from Robinson in a surprise 15-round decision bout in London last month. Films of the fight, distributed by Republic Pictures here, proved a good draw in theatres.

World film rights to a second major bout, as yet unscheduled, also were acquired by RKO Pictures in a deal set with Madison Square Garden Corp. by Robert Mochrie, RKO Radio distribution vice-president, and Sidney Kramer, short subjects manager.

Says TV Expansion Near

WASHINGTON, Aug. 13.—Speaking to the Lions Club of Miami, Fla., today, Federal Communications Commissioner E. M. Webster predicted that shortly everybody in the nation would have access to television programs and advised a sort of unofficial community censorship to avoid the mistakes of the early days of radio.

Dozier Joins CBS-TV

William Dozier, who resigned last week as executive story head and assistant to Samuel Goldwyn, will join the program executive staff of the CBS Television network, it was announced here by Hubbell Robinson, Jr., CBS-TV vice-president.

Kahn on Location

Scientist-explorer Dr. Morton C. Kahn, vice-president of Waring Pictures, headed by Dorothy Waring, will leave here for the tropics tomorrow on the *S. S. Panama* to prepare for additional shooting on the feature, "Djuka." Joseph, board chairman and producer of the film expects to follow in October with a full crew and cast. Victor Rosen has been engaged to finish the adaptation of Dr. Kahn's book, "Djuka" from which the picture is being made.

Feldman Says

(*Continued from page 1*)

tion of business conditions throughout the country, will be continued and intensified according to plans developed at the meeting by Charles Feldman, Domestic Sales Manager.

Review

"The Lady and the Bandit"

(*Columbia*)

A TALE OF OLDE ENGLAND, and a satisfactory one, indeed, providing plenty of hard riding, shooting and fighting as Dick Turpin, noted English highwayman of the old Alfred Noyes' poem, portrayed by Louis Hayward, swashbuckles through this costume adventure production most daringly. While the picture is handicapped by a routine plot, there is enough action to sustain interest for most persons.

Hayward-Turpin is a socially-conscious, patriotic outlaw who is conducted through his paces in Western style by director Ralph Murphy, with a dash of romance between Hayward and Patricia Medina—the lady of the title—being served in sagebrush style.

Hayward, it is established early in the action, has been driven to a life of crime by Alan Mowbray, a treacherous nobleman who orphaned the hero at the age of 10. In one of his flights from the police, the highwayman meets Miss Medina. Smitten, he decides to give up his taking ways for the life of a country squire as Miss Medina's husband. His drive for revenge against Mowbray, however, soon brings him out of retirement. Later, Hayward discovers that Mowbray is plotting to betray England to Austria and stops that. Wounded in one of his many scrapes with the law, Hayward returns to his country home where he learns that Miss Medina still loves him even though she had learned that he is Dick Turpin, the notorious bandit.

Once again Hayward decides to renounce crime, but retirement is not easy. The police close in. To save Miss Medina from being charged with harboring a criminal, Hayward sets out to ride from London to York overnight. This appears to be impossible, but if he can make it, his alibi will be established, or at least he will be exonerated for serving his country in the betrayal plot. Hayward does reach York, only to be captured by the police.

Lord Walpole attempts to get the highwayman pardoned for his service in exposing the plot, but Hayward is hanged before the pardon arrives, and Miss Medina sails for a new life in the New World with the knowledge that her bandit husband is a national hero.

Robert Libott and Frank Burt wrote the screenplay, from a story by Jack Dewitt and Duncan Renaldo. Harry Joe Brown produced. Others in the cast are Suzanne Dalbert, Tom Tully, John Williams, Malu Gatica, Alan Mowbray, Lumsden Hare, Barbara Brown, Malcolm Keen, Stapleton Kent, Sheldon Jett, George Baxter, Ivan Triesault, Norman Leavitt, Frank Reicher.

Running time, 79 minutes. General audience classification. For September release.

See Minor Changes in Chi. Electrical Code

CHICAGO, Aug. 13.—There will be only minor changes affecting theatres in the proposed new city electrical code. The new code, which a five man commission has been drawing up for over a year, is nearly ready for submission to the city council for passage, city building Commissioner Roy T. Christiansen announced.

Among the new provisions are the requirement of a permit for use of E miniature (less than 35 millimeter) projector for non-professional use except in dwellings, separate fusing of aisle light circuits on opposite side of each aisle.

Kalmenson Pact

(*Continued from page 1*)

count to Warner for the weekly allowance for entertainment and other expenses, and said weekly allowances shall not cover expenses while traveling on Warner's business."

The pact states further that "in the event that Kalmenson shall be physically or mentally incapacitated from performing his duties hereunder and such incapacity shall continue for a period of 16 weeks or longer, Warner shall have the right at its option to terminate said employment upon paying the weekly sums above provided up to the date of such termination. Kalmenson shall be entitled to a reasonable vacation each year."

Papas Milwaukee Head

MILWAUKEE, Aug. 13.—Ted Papas has been appointed the new first-run district manager for the Fox-Wisconsin Amusement Corp. He is also the supervisor of the Downtown Wisconson theatre.

Grofsik, Kaestner To Neumade Sales

Lew Grofsik, formerly assistant sales manager of General Register, and William Kaestner, previously in charge of service of Neumade Products Corp., have been added to Neumade's New York sales force by Oscar F. Neu, president of the firm.

The addition of the two, the company announced, is part of Neumade's expansion program which is continuing despite government restrictions in the theatre equipment field.

12 from M-G-M

(*Continued from page 1*)

starring Audie Murphy and Bill Mauldin.

In October, the quartet will be headed by "Texas Carnival," in Technicolor, and starring Esther Williams, Red Skelton, Howard Keel and Ann Miller, followed by "Bannerline," with Sally Forrest and Lionel Barrymore; "Man with a Cloak," starring Joseph Cotton, Barbara Stanwyck and Louis Calhern; and "Across the Wide Missouri," in Technicolor, and starring Clark Gable, Ricardo Montbalban and John Hodiak.

Four in November

The four in November is topped by the music and lyrics of George and Ira Gershwin in "An American in Paris," with Gene Kelly starred, in Technicolor; followed by "Westward the Women," starring Robert Taylor and Denise Darcel; "Too Young to Kiss," starring Van Johnson and June Allyson, and "Pandora and the Flying Dutchman" in Technicolor and starring James Mason and Ava Gardner.

Last year, in 1950, M-G-M released ten pictures for the parallel months.

B. O. Rise

(*Continued from page 1*)

"Business is showing every indication of turning upward," declared Maurice White, president of Greater Cincinnati Theatres, operating the Capitol and Keith's, downtown. "The improvement is nothing to get excited about, but is sufficient to cause considerable enthusiasm as to the future. I look for business to show a decided upturn in the months ahead, especially with the industry drives under way and contemplated."

Subsequent runs, however, are not showing improvement comparable to first-run houses, although subsequent run exhibitors are optimistic, and feel that they will eventually share in the general upswing.

Drive-ins for the most part report business is better than last year, and is getting better.

Television in this situation does not pose the competition that it formerly did, exhibitors agree, since the novelty is wearing off, and there is every indication that the television fans are slowly, but surely, drifting back to the theatre.

'Jessel' to 'M. C.'

(*Continued from page 1*)

festivities which mark the reopening of the Rivoli following its use in the Greater New York Civil Defense Drive.

Properties and costumes from the picture will be on display in the theatre's lobby, in addition to the chariot used by Gregory Peck and Susan Hayward in the production.

Besides Mayor Impellitteri, among those invited to attend are:

Bette Davis, Gary Merrill, Milton Berle, Dagmar, Marlene Dietrich, Mel Torme, Jackie Cooper, Kitty Kallen, Sidney Kingsley, Madge Evans, Artie Shaw, Valerie Bettis, Joyce Matthews, Arthur Murray, Herb Shriner, Robert Q. Lewis, Ray Robinson, Ed and Pegeen Fitzgerald, Ilka Chase, Jeff Chandler, Abe Burrows, Lady Iris Mountbatten, Coleen Gray, James Farley, Judge Samuel Rosenman, Aubrey S. Eban, Arthur Lourie, Moshe Sharett, Eva Gabor, Vanessa Brown, Fritzie Scheff, Martin Gabel, Mr. and Mrs. Orren Root, Mr. and Mrs. Gerard Swope, Mr. and Mrs. Herbert Bayard Swope, William S. Paley, Anthony Pompouras and Floyd Odlum.

N. E. Premiere of 'David' To Be Held Sept. 12

BOSTON, Aug. 13.—The New England premiere of Darryl F. Zanuck's "David and Bathsheba," will be held at the Paramount and Fenway theatres here on Sept. 12.

PCCITO Kicks

(*Continued from page 1*)

helped pay to publish a most damaging article to our industry. You as president of COMPO should urge all distributors to immediately pull all ads out of *Life* and *Time* until such time as they agree to publish an article with equal prominence containing the true facts concerning our industry."

Jim Thorpe Tour

BOSTON, Aug. 13.—Phyllis Thaxter who is co-starred with Burt Lancaste in The Warner Brothers productio Jim Thorpe, All American, togethe with S/Sgt. Carl Thorpe, son of th late Jim Thorpe, now stationed at Ft Devens will make personal appearances in important exchange center in the East, in conjunction with th motion picture which is to be release on Sept. 1.

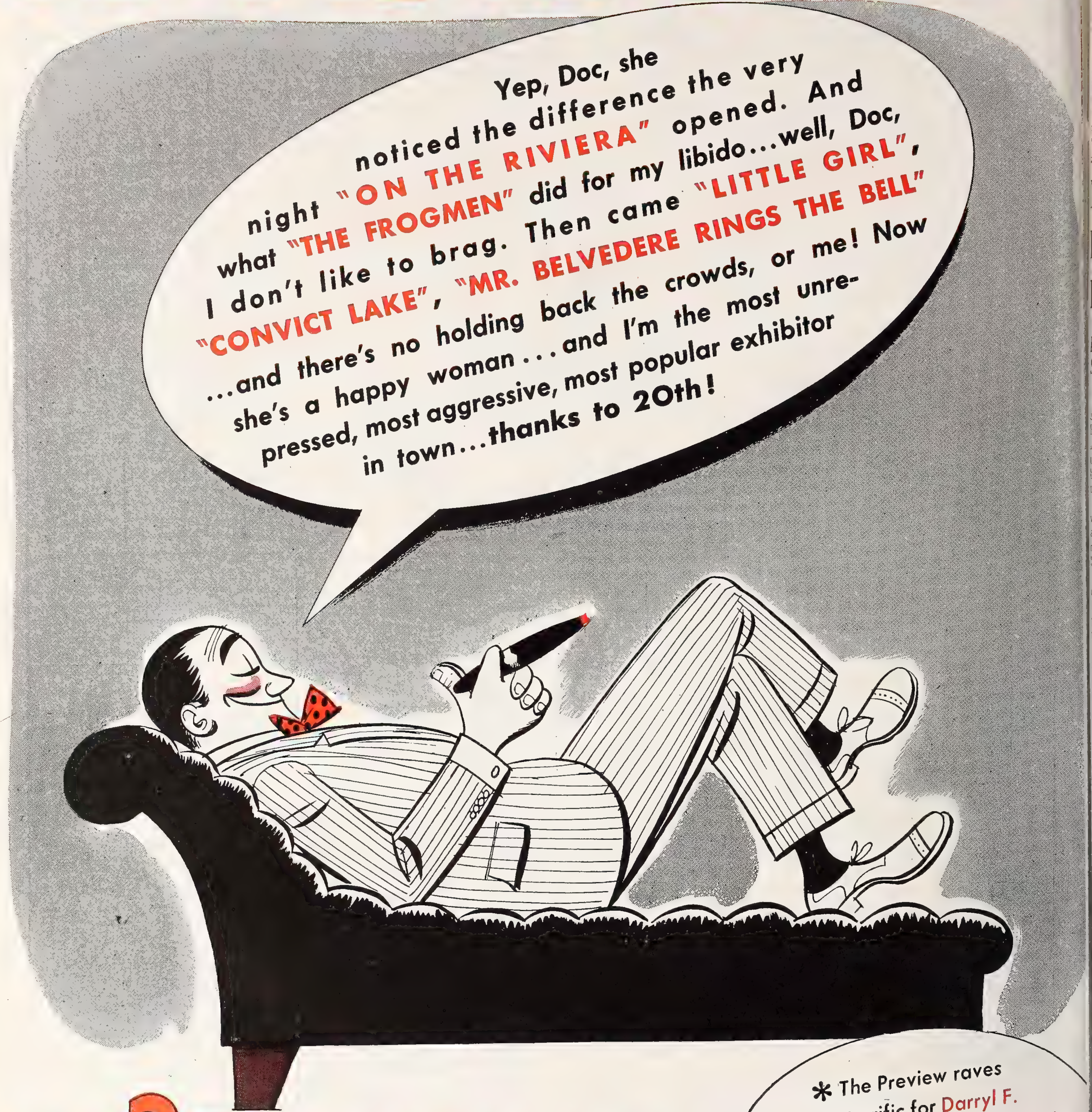
MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 8	(July Releases) **SIROCCO** Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) **HURRICANE ISLAND** (Color) Jon Hall D—70 min. (Rev. 7/9/51)	**YES, SIR, MR. BONES** Minstrel Show M (5019)	**SHOWBOAT** (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	**YUKON MANHUNT** Kirby Grant Chinook Margaret Field O—63 min. (5123)			**LILLI MARLENE** Lisa Daniely Hugh McDermott D—75 min. (203) Rev. 7/26/51)	(July Releases) **THE GUY WHO CAME BACK** Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(Bob Roberts) **HE RAN ALL THE WAY** John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)	(July Releases) **FRANCIS GOES TO THE RACES** Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	
July 15	**TWO OF A KIND** Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51)	**VARIETIES ON PARADE** Jackie Coogan M (5020)	**THE LAW AND THE LADY** Greer Garson Michael Wilding CD—104 min. (Rev. 7/17/51)	**STAGE COACH DRIVER** Whip Wilson O—52 min. (5153)	(July Releases) **PASSAGE WEST** (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	**THE RODEO KING AND THE SENORITA** Rex Allen O—67 min. (Rev. 7/20/51) **FUGITIVE LADY** Janis Paige Binnie Barnes D—78 min. (5011) (Rev. 7/17/51)	**HAPPY GO LOVELY** (Color) David Niven Vera Ellen MC—88 min. (98) (Rev. 6/12/51)	**THE FROGMEN** Richard Widmark Dana Andrews Gary Merrill D—96 min. (Rev. 6/11/51)	(Stanley Kramer) **CYRANO DE BERGERAC** (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)	**THE PRINCE WHO WAS A THIEF** (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	**FORT WORTH** (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22	**BIG GUSHER** Wayne Morris Preston Foster D—68 min. (Rev. 7/11/51) **BONANZA TOWN** Charles Starrett Smiley Burnette O—56 min. (Rev. 7/17/51)	**LOST CONTINENT** Cesar Romero Hillary Brooke D—83 min. (5004) (Rev. 7/24/51)	**TERESA** Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)		**ACE IN THE HOLE** Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	**LOST PLANET AIRMEN** (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	(Walt Disney) **ALICE IN WONDERLAND** (Color) Cartoon Feature 75 min. (292) (Rev. 7/2/51)	**TAKE CARE OF MY LITTLE GIRL** (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Jack Schwarz) **THE HOODLUM** Lawrence Tierney D—61 min. (Rev. 7/9/51)	**COMIN' ROUND THE MOUNTAIN** Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	
July 29	**MASK OF THE AVENGER** (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)		**RICH, YOUNG AND PRETTY** (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	**LET'S GO NAVY** Bowery Boys C—68 min. (5113) (Rev. 8/2/51)							**ON MOONLIGHT BAY** (Color) Doris Day Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)
Aug. 5	(Aug. Releases) **WHISTLE AT EATON FALLS** Lloyd Bridges Dorothy Gish D—96 min. **NEVER TRUST A GAMBLER** Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51)					**THIS IS KOREA** (Documentary) 50 min.	**FLYING LEATHERNECKS** (Color) John Wayne Robert Ryan D—102 min. (261) (Rev. 7/19/51)	(Aug. Releases) **THE SECRET OF CONVICT LAKE** Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	**PARDON MY FRENCH** Merle Oberon Paul Henreid C—81 min.	(Aug. Releases) **CATTLE DRIVE** (Color) Joel McCrea Dean Stockwell O—77 min. (Rev. 7/17/51)	
Aug. 12	**PICKUP** Beverly Michaels Hugo Haas D—78 min. (Rev. 7/19/51)	**HOME TOWN BOY** Harold Lloyd, Jr. C (5022)	**THE TALL TARGET** Dick Powell Paula Raymond D—78 min. (Rev. 8/2/51)	(Allied Artists) **THE HIGHWAYMAN** (Color) Charles Coburn Wanda Hendrix D (AA20)	(Aug. Releases) **PEKING EXPRESS** Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)			**MR. BELVEDERE RINGS THE BELL** Clifton Webb Joanne Dru C—87 min. (Rev. 7/24/51)		**MARK OF THE RENEGADE** (Color) Ricardo Montalban Cyd Charisse D—81 min. (Rev. 7/24/51)	**CAPTAIN HORATIO HORNBLOWER** (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)
Aug. 19	**CHAIN OF CIRCUMSTANCE** Richard Grayson Margaret Field D **CYCLONE FURY** Charles Starrett Smiley Burnette O—54 min.	**LEAVE IT TO THE MARINES** Sid Melton Mara Lynn C (5005)		**OKLAHOMA JUSTICE** Johnny Mack Brown O—56 min. (5144)	**THAT'S MY BOY** Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	**FORT DODGE STAMPEDE** Allan "Rocky" Lane O—60 min. (5062) **ADVENTURES OF CAPTAIN FABIAN** Errol Flynn Micheline Prelle D	**HIS KIND OF WOMAN** Jane Russell Robert Mitchum D—120 min. (201) (Rev. 7/12/51)	**MEET ME AFTER THE SHOW** Betty Grable Macdonald Carey MC—86 min. (Rev. 8/3/51)	(Lazar Wechsler) **FOUR IN A JEEP** Ralph Meeker Yoseph Yadin D—97 min. (Rev. 6/5/51)	**IRON MAN** Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)	
Aug. 26	(Sept. Releases) **SATURDAY'S HERO** John Derek Donna Reed D—111 min.		**THE STRIP** Mickey Rooney Sally Forrest D—85 in. (Rev. 8/7/51)	(Allied Artists) **DISC JOCKEY** Ginny Simms Tom Drake M—77 min. (AA21)	**WARPATH** (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)		**BEHAVE YOURSELF** Farley Granger Shelley Winters CD		(Danziger Bros.) **ST. BENNY THE DIP** Dick Haymes CD—80 min. (Rev. 6/26/51) (Allen Prods.) **MEW MEXICO** (Color) Lew Ayres D—76 min. (Rev. 5/3/51)	**BRIGHT VICTORY** (pre-release) Arthur Kennedy Peggy Dow D—97 min. (Rev. 7/20/51)	
Sept. 2	**THE LADY AND THE BANDIT** Louis Hayward Patricia Medina D—79 min. **SUNNY SIDE OF THE STREET** (Color) Frankie Laine Billy Daniels M—71 min.	**F. B. I. GIRL** Cesar Romero George Brent D (5002)	**THE PEOPLE AGAINST O'HARA** Spencer Tracy Pat O'Brien D—103 min.		(Sept. Releases) **HERE COMES THE GROOM** Bing Crosby Jane Wyman C—114 min. (5101) (Rev. 7/6/51)		**ON THE LOOSE** Joan Evans Lynn Rari Melvyn Douglas D—78 min. (202) (Rev. 7/25/51)	(Sept. Releases) **PEOPLE WILL TALK** Cary Grant Jeanne Crain D	(Weisner Bros.) **TWO GALS AND A GUY** Robert Alda C—70 min. (Rev. 6/7/51) (Ernest Gartside) **OBSESSED** David Farrar D	(Sept. Releases) **LITTLE EGYPT** (Color) Mark Stevens Rhonda Fleming D—82 min. (131) (Rev. 7/31/51)	**JIM THORPE—ALL AMERICAN** Burt Lancaster Phyllis Thaxter D—107 min. (101) (Rev. 6/14/51)
Sept. 9	**THE MAGIC FACE** Luther Adler Patricia Knight D—89 min. (Rev. 8/8/51)	**PRESENT ARMS** William Tracy Joe Sawyer MC (5023)	**ANGELS IN THE OUTFIELD** Paul Douglas Janet Leigh CD—102 min.	**WANTED: DEAD OR ALIVE** Whip Wilson O—59 min. (5154)	**A PLACE IN THE SUN** Montgomery Clift Elizabeth Taylor D—122 min. (5102) (Rev. 7/18/51)	**ARIZONA MANHUNT** Michael Chapin Eilene Janssen O—60 min. (5068)	**THE RACKET** Robert Mitchum Robert Ryan D	(Bert Friedlob) **A MILLIONAIRE FOR CHRISTY** Fred MacMurray Eleanor Parker C—91 min. (Rev. 8/8/1/51)	(Harry Popkin) **THE WELL** (pre-release) Richard Grover Barry Kelley D—85 min. (Jean Renoir) **THE RIVER** (Color) (Roadshow) D	**YOU NEVER CAN TELL** Dick Powell Peggy Dow C (132)	
Sept. 16	**CORKY OF GASOLINE ALLEY** Scotty Beckett Jimmy Lydon C—80 min. (Rev. 8/8/51) **HILLS OF UTAH** Gene Autry O		**MR. IMPERIUM** (Color) Lana Turner Ezio Pinza M—87 min. (Rev. 5/8/51)	**TRIPLE CROSS** Joe Kirkwood D (5118)	**RHUBARB** Ray Milland Jan Sterling C—95 min. (5103) (Rev. 8/6/51)	**HAVANA ROSE** Estelita Rodriguez Hugh Herbert D	**DRUMS IN THE DEEP SOUTH** James Craig Barbara Payton D—87 min.	**THE DAY THE EARTH STOOD STILL** Michael Rennie Patricia Neal D	**GOLD RAIDERS** George O'Brien O	**THUNDER ON THE HILL** Claudette Colbert Ann Blyth D—84 min. (133) (Rev. 8/7/51)	**FORCE OF ARMS** William Holden Nancy Olson D (102)

INT'L RELEAS'G
MANIACS ON WHEELS Dirk Bogarde Renee Asherson D—76 min. (2C) (Rev. 7/9/51) (Release: July, 1951)
BAD LORD BYRON Dennis Price Joan Greenwood CD—85 min. (1A) (Release: Aug., 1951)
SIN OF ESTHER WATERS Kathleen Ryan Dick Bogarde D—65 min. (3C) (Release: Sept., 1951)
SOUVAINE
FACE TO THE WIND (French) Jackie Gencel CD—85 min. (Release: 7/6/51)
LOVERS OF VERONA (French) Anouk Aimee D—95 min. (Release: 7/13/51)
ALICE IN WONDERLAND (Color) Lou Bunin's Puppets Carol Marsh Mus. Fantasy—83 m. (Rev. 7/25/51) (Release: 7/26/51)
DAYS OF OUR YEARS (French dialogue) with Eng. narration) Pierre Fresnay Document'y—91 min. (Release: 8/3/51)
HER PANELLED DOOR Phyllis Calvert D (Release: 8/17/51)
GALLOPING MAJOR Basil Radford C (Release: 8/24/51)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

PEOPLE WILL TALK!*



Yep, Doc, she noticed the difference the very night **"ON THE RIVIERA"** opened. And what **"THE FROGMEN"** did for my libido...well, Doc, I don't like to brag. Then came **"LITTLE GIRL"**, **"CONVICT LAKE"**, **"MR. BELVEDERE RINGS THE BELL"** ...and there's no holding back the crowds, or me! Now she's a happy woman...and I'm the most unrepressed, most aggressive, most popular exhibitor in town...thanks to 20th!

LET 20th CENTURY-FOX PUT EGO INTO YOUR BOXOFFICE!

* The Preview raves are terrific for Darryl F. Zanuck & Joseph L. Mankiewicz's first picture since "All About Eve" —Cary Grant and Jeanne Crain in "People Will Talk"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 31 NEW YORK, U. S. A., TUESDAY, AUGUST 14, 1951 TEN CENTS

New 10-Year Deal at W.B. ForKalmenson

Five - Year Advisory Status Begins in 1956

Ben Kalmenson will continue as general sales manager of Warner Brothers for another five years under a new contract which provides additionally that on June 30, 1956, he shall become an advisor to the company for the five years beginning then.

The new agreement cancels out previous agrements, dated Dec. 13, 1945, and June 4, 1948, under which Kalmenson, a Warner vice-president, has been employed.

Under the new pact, Kalmenson's compensation for the period July 1, 1951 to June 30, 1956, will be $1,750 per week, plus $250 per week for entertainment and other expenses.

For the period between July 1, 1956 and June 30, 1961, during which he will function as an advisor, Kalmenson will receive $500 per week compensation.

The contract specifies that Kalmenson "shall have no obligation to ac-

(Continued on page 6)

'Show Boat' Is Still Tops as Broadway Grosses Stay Mixed

The mixed aspect of business at New York's first-runs continues this week as holdovers predominate. Summer temperatures, rain and the influx and departure of vacationers are in different ways exercising their influence on Broadway grosses. Excellent, fair and poor returns are in evidence at various locations.

"Show Boat," together with a Russell Markert stage production, still is riding the crest of prosperity at Radio City Music Hall where $152,000 for the

(Continued on page 2)

SIMPP Hears Mulvey On UK Pact Today

Hollywood, Aug. 13.—James A. Mulvey, representative of the Society of Independent Motion Picture Producers at the recent film remittance agreement negotiations in London, will report to the SIMPP executive committee on the proposed new pact at a luncheon meeting here tomorrow.

Minneapolis, Cincinnati Report Better Business

Minneapolis, Aug. 13.—Returning from a tour of exchanges under his supervision, 20th Century-Fox district manager M. A. Levy reports that theatre business all along the line is showing marked improvement.

He disclosed that drive-ins especially are doing an exceptionally fine business and outstate situations are near peak in attendance when better product is on tap. He said Loop grosses are climbing slowly in all key cities, with only the neighborhood houses in the key cities showing a reluctance to "go along with the upward swing." Even in the latter situations, there have been some good improvements in the past few weeks, the Fox sales head declared.

Levy said "it is just possible" that the drive-ins are slowing the return to normalcy of grosses in the neighborhoods, but reminded that the neighborhoods "were off considerably more before the drive-ins opened" than they now are.

Cincinnati, Aug. 13.—Although first-run business here is still spotty, the overall averages are definitely ahead of those in recent weeks, due to the fact that the "big" pictures are garnering grosses well into the upper brackets. Outstanding in this category is "Show Boat," which, on a four-week run pulled a total of $76,000 at the RKO Albee, where a picture heretofore has never played longer than two weeks. The extended run makes comparisons impossible, but the figure is an all-time record for a straight film program at this house. "On Moonlight Bay" did approximately 50 per cent above average at the RKO Palace, with an estimated $17,000, an unusual figure for this spot. It moved to the RKO Lyric for a second week, and is reporting good returns.

The consensus of opinion is that business generally is gradually but surely improving, particularly as the quality of product improves.

(Continued on page 6)

Definite Upswing, Feldman Reports

Territorial business reports which were submitted by Universal district sales managers at yesterday's opening session of a two-day sales meeting being held here at the home office, indicate a definite upswing in every section of the country, it was disclosed by Charles Feldman, district sales manager. Exhibitors everywhere are heralding this turn for the better, he added.

Universal's "grass-roots" sales policy, which enables field sales personnel to consistently report on the fluctua-

(Continued on page 6)

PCCITO Kicks to Depinet Over 'Life'

San Francisco, Aug. 13.—Rotus Harvey, acting in behalf of the Pacific Coast Conference of Independent Theatre Owners, has protested *Life Magazine's* unfriendly story on the motion picture industry, published last week, in a wire to RKO president Ned Depinet, as head of the Conference of Motion Picture Organizations.

Harvey called for action from COMPO's leader, in the following words:

"RKO's double-truck ad on 'Leathernecks' in the Aug. 13 issue of *Life*

(Continued on page 6)

Jessel to 'M. C.' at 'David' Premiere

Flying in from the Coast for the occasion, George Jessel will be master-of-ceremonies at both public address and radio microphones at the premiere of 20th Century-Fox's "David and Bathsheba" at the Rivoli Theatre here tonight.

Jessel will introduce the personalities to the thousands expected to jam Broadway, while the Tex and Jinx program report his running comments on tape for rebroadcast on the NBC network the following day.

Newsreel cameramen will film the

(Continued on page 6)

12 from M-G-M in Next Three Months

M-G-M will release 12 pictures for the three months starting Sept. 17, it was announced here yesterday by William F. Rodgers, sales vice-president. The releases will be geared at four a month, with at least five Technicolor films in the dozen.

Heading the list will be "The People Against O'Hara," which stars Spencer Tracy, followed by "Angels in the Outfield," starring Paul Douglas; "Mr. Imperium," in Technicolor, and starring Lana Turner and Ezio Pinza; and "Red Badge of Courage,"

(Continued on page 6)

Theatre TV to HaveRobinson Turpin Fight

RKO Gets Film Rights To Return Bout Sept. 12

Large screen theatre television is taking another prize fight "plum" away from home viewers.

The return bout for the world's middleweight championship between Sugar Ray Robinson and Randolph Turpin at the Polo Grounds here Sept. 12 will be kept off home television in favor of exclusive showings in at least 11 theatres in eight cities.

In addition, exclusive film rights to the fight have been allotted by the International Boxing Club, promoter, to RKO Pictures.

The two-way theatre and film deal is expected to have affected IBC's decision to reject television network and sponsors' bids for free television and radio broadcasts of the bout. In addition, of course, also influencing the decision was the promoter's desire not to injure the "gate" at the Polo

(Continued on page 6)

Theatre TV Probe By Congress Looms As Bills Pile Up

Washington, Aug. 13.—A Congressional look-see at the issues involved in closed-circuit theatre telecasts of boxing matches looms larger every day, as more and more Congressmen continue to introduce legislation which would bring about such an investigation.

Today it was Senators Herman Welker (R., Idaho) and Harry Cain (R., Wash.) who introduced a resolution calling for a probe by the Senate Judiciary Committee of alleged

(Continued on page 4)

81,022 Attended 3 Bout Telecasts

The three boxing bouts carried as theatre television exclusives since June 15 drew attendances totaling 81,022, while the combined seating capacity of the participating theatres for the events was only 75,912, it was reported here yesterday by Theatre Network Television. The company said it was

(Continued on page 4)

Personal Mention

ARTHUR SILVERSTONE, Eastern and Canadian sales manager for 20th Century-Fox, returned here yesterday from Canada.

•

DONALD R. FLORIAN, son of MRS. HAZEL FLORIAN, manager of the Strand Theatre, Winsted, Conn., was married recently to JANET ABELING of Torrington, Conn.

•

MAJOR HARRY MILLER, assistant to WILLIAM B. ZOELLNER sales executive at M-G-M, has returned to New York from a New Hampshire vacation.

•

JEFF CHANDLER, accompanied by AL HORWITZ, Universal-International studio publicity director, will leave New York tonight for Pittsburgh.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, has delayed his return here from the Coast until Friday.

•

FRED M. HOTCHKISS, Westrex Corporation's regional manager for Western Europe, has returned to New York.

•

MILTON ELMAN of National Screen Service, is vacationing in Yosemite National Park from New York.

•

A. B. WEISBORD, of M-G-M's advertising and art departments, has returned from a Maine vacation.

•

CHARLES MCBRIDE, executive of the Golden State Theatres, is ill at his home in San Francisco.

•

ROBERT PARCELLS has been named assistant manager at the Paramount Theatre, New Haven.

•

RUSSELL GAUS, Atlanta manager for M-G-M, will arrive here on a vacation on Saturday.

•

CHARLES MOSS, managing director of the Criterion Theatre here is vacationing this week.

•

LEW MAREN, United Artists publicist, is in San Francisco from Los Angeles.

•

JUDY GARLAND has arrived from England on the *S.S. Queen Elizabeth*.

•

MILT HARRIS has been appointed manager of the Cinema, Buffalo.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is on vacation.

Simpson With Kramer

HOLLYWOOD, Aug. 13.—Len Simpson has assumed the post of director of publicity in Hollywood on "High Noon," Stanley Kramer's next production for United Artists release. Simpson will operate under George Glass, advertising-publicity vice-president of the Kramer organization.

Protests Writers' Withholding Levy

Hollywood, Aug. 13.—The Screen Writers' Guild is urging its membership to write to California Senators William Knowland and Richard Nixon, protesting a clause in the proposed Federal tax measure requiring publishers, producers and others to withhold 20 per cent of payments to writers. The SWG says the average author receives less than $3,000 per year and pays an overall tax far less than 20 per cent, and the new withholding levy would be grossly unfair.

WB 'Force of Arms' Has World Premiere

Before an audience including high-ranking Army Officers and contingents of the Women's Army Corps, the Department of the Army last night presented to Warner Brothers Pictures at the premiere performance of "Force of Arms" at the Warner Theatre, a "Certificate of Achievement" for the production, which, in the words of the Army citation, "reflects great credit upon the members of the Women's Army Corps who serve their nation in peace and war." The new picture had its premiere in honor of the WACs.

Lt. Gen. Willis D. Crittenberger, commanding general of the First Army, and Col. Mary A. Hallaren, director of the WAC, headed the uniformed guests at the opening, which was covered for the radio audience by Martin Starr of WINS.

The premiere observances inside the theatre were conducted with Lt. Col. Roswell P. Rosengren, Chief of the Information Section, Headquarters, First Army, as master-of-ceremonies; with picked WAC groups and the First Army Band and color guard, prior to the start of the program, on stage.

Burt Jacocks Leaves WB Theatre Post

NEW HAVEN, Aug. 13.—Burt Jacocks, chief film buyer in Warner Theatres' New England zone offices in New Haven, has resigned, effective Aug. 18. His future plans were not disclosed.

Harry Goldberg, director of advertising and publicity for Warner Theatres, is due here from New York tomorrow to arrange for a successor.

400 at Drive-in Church Services

BOSTON, Aug. 13.—More than 400 persons, many of them shut-ins, participated in church services yesterday at the Neponset Drive-in Theatre in Dorchester.

Attending were tourists and people as far as 20 miles from the drive-in. The services were termed highly successful by Dr. Ernest Lyman Mills who preached the first sermon.

NY Grosses

(*Continued from page 1*)

fourth week compares with $134,000 for the fourth stanza there of "The Great Caruso," the preceding tenant. The Music Hall took in a huge $92,000 last Thursday through Sunday night.

Meanwhile, a record-breaking clip is being maintained by "Oliver Twist" at the Park Avenue where the second week, with an $18,400 gross, almost kept abreast of the opening stanza's take of $18,900. The third week began yesterday.

Another robust grosser is Walt Disney's "Alice in Wonderland," which is due to bring in $41,000 at the Criterion in a third week. Lou Bunin's "Alice in Wonderland" quit the Mayfair last Wednesday, being replaced by "No Questions Asked," which is on the way to a mild first week's gross of $10,000.

"That's My Boy," supplemented by a stage show featuring The Modernaires, continues to perform in grand style at the Paramount. A rousing $87,000 is indicated for the second seven days.

Gratifying Grosser

Another gratifying grosser is "Bright Victory" which is expected to give the Victoria $22,000 in a second week. At the off-Broadway Trans-Lux 52nd Street, meanwhile, "Kind Lady" opened to what was described as record-breaking business, with a towering $15,800 expected to be registered at the conclusion of the first week this evening. The Trans-Lux management indicated a long run is anticipated.

"David and Bathsheba" will have its world premiere this evening at the Rivoli which has been shuttered since mid-June. Another world premiere took place last night with the opening of "Force of Arms" at the Warner where "On Moonlight Bay" was discontinued after an unimpressive 19-day run which wound up with about $7,000 for the final five days.

Tomorrow, the Warner and the Paramount will use their large screen equipments to televise direct from the ringside in Baltimore the heavyweight bout between Joe Louis and Jimmy Bivins. A number of Greater New York neighborhood houses also will present large-screen telecasts of the fight.

The Capitol will introduce a new picture tomorrow when "The Law and the Lady" supplants "Rich, Young and Pretty" whose third and final week looks like a fair $20,000. "Secret of Convict Lake" continues at the Globe where a satisfactory $17,500 is in store for the second week at this Broadway house.

'Belvedere' Limping

"Mr. Belvedere Rings the Bell," which has been limping at the Roxy, is expected to take in only $54,000 in a second and final week. It will be replaced tomorrow by "Meet Me After the Show" and stage performances by Milton Berle and Dagmar. An ice and variety stage revue is on the present program.

"Cattle Drive" is having a slow first week at Loew's State, with $15,000 indicated. "Iron Man" will take over at that house on Saturday. "Tomorrow Is Another Day" will wind up its first week at the Holiday tomorrow with an estimated $7,000, which is satisfactory business. A slow third week is indicated for "Happy Go Lovely," at the Astor, with $10,000 estimated.

"Tales of Hoffman" remains firm at the Bijou where the 19th week will register around $11,000. Also a consistent grosser is "Kon-Tiki," which will give the off-Broadway Sutton $5,600 in a 19th stanza. The latter film will be replaced by "The Medium" on Sept. 4.

Votes Military Tax Exemption

Washington, Aug. 13.—A House-passed bill exempting military personnel from the 20 per cent Federal admission tax when they are admitted free was approved today by the Senate Finance Committee.

Mills to Act for MPA In New NCCJ Unit

Taylor Mills, Motion Picture Association of America, will represent the MPAA on the newly-created Mass Communications Commission of the National Conference of Christians and Jews. Mass Communications marks the Conference's fifth area of national activity, the others being in education, religion, community and labor-management.

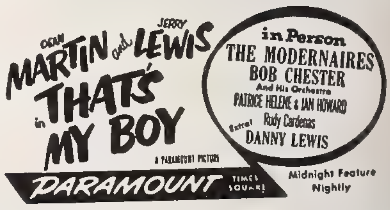
Other industry members already named to the Communications Commission are J. Robert Rubin, vice-president of Loew's, and Max E. Youngstein, vice-president of United Artists.

David Coplan Coming

LONDON, Aug. 13.—David Coplan, head of International Film Distributors here, and former London manager for United Artists, has left for the U. S. on a business trip.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation



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"...And Companion-approved movies play just around the corner!"

Here's a real estate man with a moving argument. He must know the strong appeal that Companion-approved movies have for women everywhere. The movie-makers know it — and that's why they have invested more money in the Companion during the past five years than in any other monthly magazine.*

*Except of course the fan magazines!

Currently advertised in the Companion:

"Rich, Young and Pretty" – METRO-GOLDWYN-MAYER
"Alice in Wonderland" – WALT DISNEY
"Angels in the Outfield" – METRO-GOLDWYN-MAYER

Woman's Home COMPANION

HE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

National Pre-Selling

THE current issue of *Tide,* the news-magazine for advertising executives, carries a feature story of 20th Century-Fox's exploitation of "David and Bathsheba" and says, "With a blare of trumpets not heard since Joshua brought down the walls of Jericho, the company brings the 3,000-year old biblical story to the screen with the biggest promotional push in its history." Charles Einfeld, vice-president in charge of advertising and publicity, is quoted as saying the company will spend $1,000,000. in the pre-selling campaign.

Advertising manager Jonas Rosenfield has placed contracts for single-column ads in 150 national magazines and newspaper supplements. The campaign will embrace publications throughout the "Bible belt," as well as 35 Jewish newspapers and magazines. Negroes will be approached with ads in *Ebony, Our World* and the *Pittsburgh Courier.* Almost no major publication, including every motion picture fan magazine with an ABC audit, is by-passed. From its ads, 20th-Fox hopes to learn not only where its audience is, but what media is reaching them best.

●

***Collier's* magazine carries an important feature article in its current issue, devoted to Susan Hayward, starred in "David and Bathsheba" who is named by Thomas Wood, author of the three-page, full-color illustrated article, as one of filmdom's most talented and hardest-working stars.**

●

Esquire, *for the first time, will drop the Al Moore girl gatefold in its October issue, in favor of a sultry pose of Susan Hayward as "Bathsheba." Goodall Fabrics are creating a "David and Bathsheba "material, and will see that one exclusive store in each city has it on display. Paris' six top coutouriers (from Schiaparelli to Balmain) will create "David and Bathsheba" designs—the first time the haughty Parisian dressmakers have permitted themselves to be associated with a motion picture tie-in. Lever brothers will run Susan Hayward's picture endorsing Lux soap. Both Auto-Lite and Eagle clothes will use endorsements by Gregory Peck. There is even a song of "David and Bathsheba" which has been recorded by Dick Haymes for Decca records, and the Billy Williams Quartet.*

●

More than 100 leading department stores throughout the country have already tied in with Paramount's "back to school" fashion promotion of "That's My Boy," sponsored by *Photoplay* magazine. Each of the stores will time their local promotion to coincide with the playdates for the Dean Martin-Jerry Lewis comedy in their particular city, where the campaign will be spearheaded by large cooperative newspaper ads and window displays. Typical is a tieup with the S. H. George and Sons' store in Knoxville, Tenn., where a fashion show and street parade featuring the University of Tennessee band will augment cooperative advertising for the opening of the picture at the Tennessee theatre on Aug. 19.

WALTER BROOKS

Review

"Force of Arms"

(Warner Brothers)

A ROMANTIC drama is unfolded against a World War II background with striking effect in "Force of Arms." The romantic aspects are absorbing and gratifying and the battlefield drama is vivid and realistic. Although the story ingredients are actually of a conventional nature, the mixture is adroitly done. The customers should find this a highly entertaining war film.

Heading the cast are William Holden, Nancy Olson and Frank Lovejoy, with Gene Evans, Dick Wesson and Paul Picerni in supporting roles as dogged foot soldiers.

Holden plays a G. I. sergeant in Italy who is promoted from the ranks to lieutenant. An inseparable buddy of Lovejoy, a major, Holden decides to celebrate with him in town. It is here that Holden has his second chance meeting with Miss Olson, a WAC lieutenant. Holden grows interested, starts dating her and in time the two fall in love. It seems that the hitherto daring Holden has found something to live for in love. As a result he plays it safe in action at the front and this indirectly causes his buddy Lovejoy to be killed.

Considerable authentic footage has been inserted into the film, heightening the realistic atmosphere. Mentally disturbed, physically wounded, and reclassified to limited duty, Holden goes on to marry Miss Olson. The thought of Lovejoy's death haunts him, however, to the point that he decides to return to the front. Under fire, Holden is courageous to a fault. He is reported missing in action. In the meantime his wife discovers she is going to have a baby. What ensues is a desparate effort by Miss Olson to find Holden. When all seems lost he turns up and thus a happy reunion blends with the bells of military victory.

Anthony Veiller produced and Michael Curtiz directed from a screenplay by Orin Jannings.

Running time, 100 minutes. General audience classification. Release date, Sept. 15.

MANDEL HERBSTMAN

Theatre TV Probe

(Continued from page 1)

monopolistic practices by the International Boxing Club.

'Restrictive Practices'

Although it did not contain any direct reference to the theatre TV broadcasts of IBC fights, unlike the Magnuson bill introduced last Friday for a full-scale inquiry into the TV aspects of boxing and wrestling, Sen. Cain pointed out that any investigation of the prize-fighting game would have to involve television, since it provides a large share of current gates. And the resolution itself speaks of "restrictive contract practices," which easily could be interpreted to include the closed-circuit telecasts which have been attacked by many opponents as "restrictive contract practices."

In a speech to the Senate explaining the resolution, Cain also pointed out that, because professional boxing matches are being "viewed in millions of American homes . . . . through the medium of television," there is a need for a Congressional inquiry to "determine whether . . . . the American public is being deprived of performances of the best available talent . . . ." Cain explained later that even though his resolution did not specify a study of the TV angles, he and Welker would vigorously support the Magnuson bill if the judiciary committee decided not to take up the issue.

Magnuson's Bill

Magnuson's resolution, calling for a probe of boxing and wrestling by the Senate Interstate Commerce Committee, would include, among other phases, a "full and complete" investigation of "whether any person, or group of persons, through restrictive-contract practices or otherwise, is obstructing normal competition in such sports, or is preventing or hindering the American public from viewing such sports through the medium of television."

Goldstein Resigns as MGM Albany Mgr.

ALBANY, Aug. 13.—Bennett Goldstein resigned as M-G-M office manager and head booker to become buyer and booker for the Schine Circuit in Cleveland. He has been with M-G-M for 12 years.

Frank Carrol, employee here 18 years and booker 5, succeeded Goldstein. Helen Hart was promoted from cashier to replace Carroll. Burt Topal, who came to Albany as M-G-M student booker and later was promoted to booker, is leaving Friday to take a similar position with United Artists' New York branch. His successor was not announced.

81,022 Attended

(Continued from page 1)

releasing these and other figures in connection with the bouts "in view of interest" in the Joe Louis-Jimmy Bivins fight theatre telecast scheduled for tomorrow night from Baltimore.

Broadway First-Runs

The Paramount and the Warner, both Broadway first-runs, will carry tomorrow night's bout on their large screens. In the case of the Warner it will mark the first use of the theatre's new RCA large-screen installation. The telecast will be carried simultaneously also by the following: RKO's Fordham, Bronx; Fabian's Fox, Brooklyn; Century's Marine, Brooklyn; Century's Queens, Queens Village, L. I.; Fabian's Palace, Albany, N. Y.; the Royal and Warner's Stanley, Philadelphia; RKO's Keith, Washington; Fabian's National, Richmond; Shea's Fulton, Pittsburgh; RKO's Palace, Cleveland; United Paramount's Tivoli, Chicago, and American Theatres' Pilgrim, Boston.

50,000 Turned Away

The estimated number of persons turned away from the theatres because of "SRO" business was about 50,000 on the three previous theatre TV fight nights, according to TNT. Thirty-one houses in aggregate carried the three exclusives on the Louis-Savold, LaMotta-Murphy and Layne-Marciano bouts on June 15, June 27 and July 12. Also, TNT reported, a total of 3,056 miles of coaxial cable and microwave relay was purchased by TNT to network the three fights to the participating theatres on a closed circuit.

Distributors Settle $3,750,000 Action

Cincinnati, Aug. 13.—A U. S. District Court suit filed by the local S. and S. Amusement Co., headed by Ruben Shor, against major distributors, seeking a total of $3,750,000 in triple damages because the plaintiff's Twin Drive-in was allegedly deprived of first-run product, has been dismissed at the plaintiff's request. Product has been booked into the theatre since the suit was filed. The theatre participates in the 20th Century-Fox policy of releasing first-runs simultaneously to a number of local suburbans.

Minter Here for Expansion Talks

LONDON, Aug. 13.—George Minter, head of Renown Pictures, left here for New York by plane tonight for a 10-day business visit. He hopes to set American distribution deals for Renown's "Tom Brown's Schooldays" and "Scrooge."

While in New York Minter will confer with Richard Gordon, head of his office there, concerning expansion of Renown's activities in the U. S., and on American market possibilities for "Pickwick Papers," which he is now preparing for production in early 1952.

Hammons Doing Health Film Subject

LONDON, Aug. 13.—Earle W. Hammons, head of Educational Pictures, has arrived here from New York en route to Geneva where he will make scenes for the film, "The Ancient Curse," which he is making for the U. S. Information Service.

The film, requested by the World Health Organization, deals with the world-wide fight against malaria. Hammons is accompanied by Roger Keene, director, and Sigmund Miller, author.

Md. TOA Appoints Nolte, Leventhal

BALTIMORE, Aug. 13.—The Motion Picture Theatre Owners of Maryland, has named C. Elmer Nolte, Jr. and Meyer Leventhal to arrange for a special meeting here within two weeks in connection with the Council of Motion Pictures Organizations' "Movietime U.S.A." drive.

They will contact COMPO in an effort to have a New York representative address the gathering and help map a local campaign. Washington exhibitors are to be invited to the meeting.

'Implementation' Of Copper Salvage ProgramAnnounced

WASHINGTON, Aug. 13.—NPA film chief Nathan D. Golden today announced "implementation" of the copper drippings salvage program which was the subject of a May 23 conference between Golden and film industry officials.

Golden released the text of a letter he had mailed to the MPAA, Allied, TOA, TESMA, TEDA, Film Carriers Association of New York, IATSE, National Film Carriers, National Theatre Supply and Variety Clubs International in which he signaled the start of the drive and outlined steps to be taken by each industry segment.

The letter pointed out that perhaps the most critical shortage is that of copper and estimated that film industry conservation could add as much as 100,000 pounds of copper per year. "The success of this program may well insure the industry in getting enough copper-coated carbons to maintain full operation," Golden said.

All money collected from the sale of drippings in each city will be turned over to the welfare fund of the local Variety Club, and each welfare fund chairman will be responsible for the operation of the program in his city.

Theatre owners and projectionists will accumulate the drippings. Film carriers will then pick up from houses which they serve and will turn collections over to theatre equipment dealers designated for each city or area. The latter, when more than 100 pounds and preferably several hundred pounds have been collected, will notify the local Variety Club welfare committee chairman. The chairman will dispose of the drippings to authorized metal scrap dealers bidding highest, and the resultant funds will be used to carry on Variety Club welfare work.

The organizations to which the Golden letter was addressed had all endorsed the program at the May 23 meeting, and Golden requested that they solicit the "wholehearted cooperation" of their respective memberships.

Schwartz Heads RKO Sales in Japan

William Schwartz, Far Eastern film veteran, has been appointed RKO manager for Japan by Phil Reisman, R.K.O. vice-president in charge of foreign distribution. Schwartz has already arrived in Japan to estabilsh headquarters in Tokyo.

Schwartz has spent some 20 years in the film business, starting in 1931 as manager and shareholder in W. W. Taylor and Co., in Seoul, Korea. This organization acted as agents for 20th Century-Fox films.

Rank Shows Theatre TV in Scotland

LONDON, Aug. 13. — J. Arthur Rank's Cinema Television, Ltd., gave Edinburgh its first demonstration of theatre television recently. It presented an address by the Duke of Edinburgh at the annual conference of The British Association there to an audience of 2,500 in a hall a mile away.

Television so far has not reached Scotland, so the event had the appeal of novelty to the local audience.

Reviews

"Mister Drake's Duck"

(Angel Productions—United Artists)

THAT PROVOCATIVE TENDENCY of the British to poke gentle satire at themselves is in full flower in "Mister Drake's Duck." The farce stems from a duck that lays eggs containing uranium. As a result a situation develops that ranges in dimension from marital unrest to international complications.

The picture is blessed with the buoyant personality of Douglas Fairbanks, Jr., a young groom who takes his pretty bride, Yolande Donlan, to his farm in Sussex, England for a honeymoon. Quite unwittingly the bride, playing the farmhand zestfully, buys a flock of ducks at a market auction. This results in some playful marital mixups which is only a foretaste of what happens when the government learns that one of the ducks lays atomic eggs.

There are many good laughs in the story, fashioned by Ian Messiter, and at the "sneak" preview at a Manhattan house the other evening the audience responded with amused warmth. Actually, the story is based on a narrative fragment and it is developed skillfully to a point, after which it begins to wear a little thin.

No sooner does the government learn of the strange duck than armored tanks come converging on the farm and set into motion "Operation Chickweed." In the events that ensue various aspects of current conditions come in for some lampooning.

There are several good vignettes rounding out the story, such as those in which John Pertwee, a farmhand; Wilfrid Hyde-White, a Ministry official and Howard Marion-Crawford, a major in the army, appear. Daniel M. Angel produced in association with Fairbanks. Val Guest directed and did the screenplay.

Running time, 81 minutes. General audience classification. Release date, Sept. 21.

M. H.

"Cyclone Fury"

(Columbia)

HEIGHTENED comedy is the added ingredient in the latest in the popular Durango Kid series, "Cyclone Fury," which still features plenty of action to delight Durango's considerable following.

Once again Charles Starrett, in the dual role of Durango and Steve Reynolds, is on hand for the heroics, with Smiley Burnette continuing to provide songs and comedy.

Since the film's all-male cast provides no damsel-in-distress, Starrett performs his good deed for an Indian boy, Louis Lettieri, the heir to thousands of wild horses willed him by his murdered white step-father. Young Lettieri gets an Army contract to deliver 300 horses to the Cavalry each month, beating out Clayton Moore, the town's wealthiest citizen. Starrett takes over as the boy's protector and in the course of the ensuing action he saves the boy's life, routs Moore and his gang and, finally, meets the delivery deadline, thus saving the contract with the Army. Besides making Lettieri a very wealthy little Red man, Starrett wrings a confession of murder from Moore.

Before the action begins in earnest, Burnette shines as an engaging braggart. He also sings two numbers with Merle Travis and his Bronco Busters.

Ray Nazarro directed, from a screenplay by Barry Shipman and Ed Earl Repp. Colbert Clark produced. Others in the cast include Fred F. Sears, Bob Wilke, George Chesebro and Frank O'Connor.

Running time, 54 minutes. General audience classification. August release.

Krolick Will Manage Buffalo Para. Corp.

BUFFALO, Aug. 13.—Arthur Krolick, former city manager for United Paramount Theatres in Rochester, has been appointed acting district manager of Buffalo Paramount Corp., operating the Paramount, Center, Seneca, Niagara and Kenmore. Krolick succeeds James H. Eshelman, who resigned. Eshelman will continue to make his home in Buffalo, but has not as yet made a definite new connection.

Temporarily, Krolick will continue to supervise the operation of the Buffalo and Rochester Paramount circuits. In Rochester, Lewis Thompson, who has been manager at the Regent, has been named acting manager of the Paramount and Joseph Szell, formerly assistant at the Paramount becomes acting manager at the Regent.

New FWC Theatre

HOLLYWOOD, Aug. 13.—Fox West Coast Theatres will open its new $450,000 Fox Theatre in Venice, Cal., on Friday with Hollywood-type ceremonies attended by Charles Skouras, National Theatres president.

Harry Clay Hervey, 50, Film Writer

Harry Clay Hervey, 50, explorer, novelist and film writer, died Sunday in Memorial Hospital here after a long illness.

One of his best-known motion pictures was "Shanghai Express," which starred Marlene Dietrich. Others included "Devil and the Deep" and "Road to Singapore." Hervey leaves his mother, Mrs. Jane Davis Hervey of Savannah, Ga. Services will be held in Savannah tomorrow.

Edward Farrell Services

BOSTON, Aug. 13.—The funeral of Edward J. Farrell, former manager of the Regent Theatre in Arlington, Mass., who died Saturday, will be held tomororw in Groton. He leaves a sister, Mrs. George W. Mernick.

80% of TOA Booths Sold

Eighty per cent of the equipment and concession booths for the trade show and exhibit of the Theatre Owners of America convention, Sept. 23-27 in New York have been sold, and not eight per cent as inadvertently stated here yesterday.

Briskin Completes Guild Committee For Jubilee Tours

HOLLYWOOD, Aug. 13. — Samuel Briskin, Hollywood chairman of the "Movietime USA" campaign, today announced the completion of the Guild committee which will recruit some 200 film personalities to tour the nation during the first week of October.

The Screen Actors Guild appointed Ronald Reagan and George Murphy to the Guild committee. The Screen Writers Guild appointed Allen Rivkin, while the Screen Directors Guild named George Sidney, Henry Potter and King Vidor. The Artists Managers Guild appointed Adrian McCalman.

When the talent Guilds have completed their lists of personalities volunteering for the tour service, the AMG will cooperate in arranging availabilities. The personalities making the tours will be cleared through the Hollywood Coordinating Committee.

Slate Mid-South Jubilee Meeting

MEMPHIS, Aug. 13.—An industry-wide meeting of exhibitors and distributors has been called for Aug. 27 at the Malco Theatre to launch a Mid-South "Movietime USA" campaign. Robert J. (Bob) O'Donnell, national jubilee director, will come to Memphis for the meeting.

Stembler Named V.P. Of Georgia Theatres

ATLANTA, Aug. 13.—John H. Stembler, who has been associated with the Georgia Theatres for the past five years, has been named executive vice-president of the company. This is a newly-created position. Stembler, was also elected to the company's board of directors, it was announced by William J. Jenkins, president.

Reelected directors were Jenkins, Leonard H. Goldenson, and Simon B. Siegel; Jenkins was also reelected president and general manager of the Georgia Theatres, and vice-president of Savannah Theatres. He was also reelected president of the Mosque, Inc., which owns the Fox building here. A contract was entered into providing that the Fox property shall be managed bv Jenkins for the next 10 years.

Georgia Theatres is owned by Jenkins and United Paramount Theatres. Jenkins also is a stockholder and director in a number of drive-in and community theatres in Greater Atlanta.

Jordan Named to UI Foreign Unit

Marion F. Jordan has been named to the staff of Universal International, foreign subsidiary, by Americo Aboaf, sales vice-president of the unit.

Jordan entered the film business in 1928 with Paramount in Europe. He was with that company until 1947, successively as general manager of Poland, Yugoslavia and India. In 1947 he was loaned by the MPAA, later joining the MPEA as general manager for Western Germany, in which post he remained until the end of 1950, when American film companies again started distributing their pictures individually in that territory.

'IA' Mechanics Set To Organize TV

The increasing production in New York of films for television has set the IATSE Studio Mechanics Union on an intensive campaign to organize studio mechanics employed by television film producers here.

New York City "IA" Local No. 52 has employed veteran union organizer Danny Doran to conduct the drive to add TV film production mechanics to its membership.

Robinson-Turpin

(*Continued from page* 1)

Grounds by permitting free telecast of the fight in the New York area.

In that connection, and as on previous occasions, New York theatres equipped with large screen TV will not be permitted to pick up the fight. The theatre telecast deal was set by Nathan Halpern, head of Theatre Network Television, with Jim Norris, IBC president.

The Robinson-Turpin fight is expected to be a big draw. Turpin took the middleweight title away from Robinson in a surprise 15-round decision bout in London last month. Films of the fight, distributed by Republic Pictures here, proved a good draw in theatres.

World film rights to a second major bout, as yet unscheduled, also were acquired by RKO Pictures in a deal set with Madison Square Garden Corp. by Robert Mochrie, RKO Radio distribution vice-president, and Sidney Kramer, short subjects manager.

Says TV Expansion Near

WASHINGTON, Aug. 13.—Speaking to the Lions Club of Miami, Fla., today, Federal Communications Commissioner E. M. Webster predicted that shortly everybody in the nation would have access to television programs and advised a sort of unofficial community censorship to avoid the mistakes of the early days of radio.

Dozier Joins CBS-TV

William Dozier, who resigned last week as executive story head and assistant to Samuel Goldwyn, will join the program executive staff of the CBS Television network, it was announced here by Hubbell Robinson, Jr., CBS-TV vice-president.

Kahn on Location

Scientist-explorer Dr. Morton C. Kahn, vice-president of Waring Pictures, headed by Dorothy Waring, will leave here for the tropics tomorrow on the *S. S. Panama* to prepare for additional shooting on the feature, "Djuka." Joseph, board chairman and producer of the film expects to follow in October with a full crew and cast. Victor Rosen has been engaged to finish the adaptation of Dr. Kahn's book, "Djuka" from which the picture is being made.

Feldman Says

(*Continued from page* 1)

tion of business conditions throughout the country, will be continued and intensified according to plans developed at the meeting by Charles Feldman, Domestic Sales Manager.

Review

"The Lady and the Bandit"

(*Columbia*)

A TALE OF OLDE ENGLAND, and a satisfactory one, indeed, providing plenty of hard riding, shooting and fighting as Dick Turpin, noted English highwayman of the old Alfred Noyes' poem, portrayed by Louis Hayward, swashbuckles through this costume adventure production most daringly. While the picture is handicapped by a routine plot, there is enough action to sustain interest for most persons.

Hayward-Turpin is a socially-conscious, patriotic outlaw who is conducted through his paces in Western style by director Ralph Murphy, with a dash of romance between Hayward and Patricia Medina—the lady of the title—being served in sagebrush style.

Hayward, it is established early in the action, has been driven to a life of crime by Alan Mowbray, a treacherous nobleman who orphaned the hero at the age of 10. In one of his flights from the police, the highwayman meets Miss Medina. Smitten, he decides to give up his taking ways for the life of a country squire as Miss Medina's husband. His drive for revenge against Mowbray, however, soon brings him out of retirement. Later, Hayward discovers that Mowbray is plotting to betray England to Austria and stops that. Wounded in one of his many scrapes with the law, Hayward returns to his country home where he learns that Miss Medina still loves him even though she had learned that he is Dick Turpin, the notorious bandit.

Once again Hayward decides to renounce crime, but retirement is not easy. The police close in. To save Miss Medina from being charged with harboring a criminal, Hayward sets out to ride from London to York overnight. This appears to be impossible, but if he can make it, his alibi will be established, or at least he will be exonerated for serving his country in the betrayal plot. Hayward does reach York, only to be captured by the police.

Lord Walpole attempts to get the highwayman pardoned for his service in exposing the plot, but Hayward is hanged before the pardon arrives, and Miss Medina sails for a new life in the New World with the knowledge that her bandit husband is a national hero.

Robert Libott and Frank Burt wrote the screenplay, from a story by Jack Dewitt and Duncan Renaldo. Harry Joe Brown produced. Others in the cast are Suzanne Dalbert, Tom Tully, John Williams, Malu Gatica, Alan Mowbray, Lumsden Hare, Barbara Brown, Malcolm Keen, Stapleton Kent, Sheldon Jett, George Baxter, Ivan Triesault, Norman Leavitt, Frank Reicher.

Running time, 79 minutes. General audience classification. For September release.

See Minor Changes in Chi. Electrical Code

CHICAGO, Aug. 13.—There will be only minor changes affecting theatres in the proposed new city electrical code. The new code, which a five man commission has been drawing up for over a year, is nearly ready for submission to the city council for passage, city building Commissioner Roy T. Christiansen announced.

Among the new provisions are the requirement of a permit for use of E miniature (less than 35 millimeter) projector for non-professional use except in dwellings, separate fusing of aisle light circuits on opposite side of each aisle.

Kalmenson Pact

(*Continued from page* 1)

count to Warner for the weekly allowance for entertainment and other expenses, and said weekly allowances shall not cover expenses while traveling on Warner's business."

The pact states further that "in the event that Kalmenson shall be physically or mentally incapacitated from performing his duties hereunder and such incapacity shall continue for a period of 16 weeks or longer, Warner shall have the right at its option to terminate said employment upon paying the weekly sums above provided up to the date of such termination. Kalmenson shall be entitled to a reasonable vacation each year."

Papas Milwaukee Head

MILWAUKEE, Aug. 13.—Ted Papas has been appointed the new first-run district manager for the Fox-Wisconsin Amusement Corp. He is also the supervisor of the Downtown Wisconson theatre.

Grofsik, Kaestner To Neumade Sales

Lew Grofsik, formerly assistant sales manager of General Register, and William Kaestner, previously in charge of service of Neumade Products Corp., have been added to Neumade's New York sales force by Oscar F. Neu, president of the firm.

The addition of the two, the company announced, is part of Neumade's expansion program which is continuing despite government restrictions in the theatre equipment field.

12 from M-G-M

(*Continued from page* 1)

starring Audie Murphy and Bill Mauldin.

In October, the quartet will be headed by "Texas Carnival," in Technicolor, and starring Esther Williams, Red Skelton, Howard Keel and Ann Miller, followed by "Bannerline," with Sally Forrest and Lionel Barrymore; "Man with a Cloak," starring Joseph Cotton, Barbara Stanwyck and Louis Calhern; and "Across the Wide Missouri," in Technicolor, and starring Clark Gable, Ricardo Montbalban and John Hodiak.

Four in November

The four in November is topped by the music and lyrics of George and Ira Gershwin in "An American in Paris," with Gene Kelly starred, in Technicolor; followed by "Westward the Women," starring Robert Taylor and Denise Darcel; "Too Young to Kiss," starring Van Johnson and June Allyson, and "Pandora and the Flying Dutchman" in Technicolor and starring James Mason and Ava Gardner.

Last year, in 1950, M-G-M released ten pictures for the parallel months.

B. O. Rise

(*Continued from page* 1)

"Business is showing every indication of turning upward," declared Maurice White, president of Greater Cincinnati Theatres, operating the Capitol and Keith's, downtown. "The improvement is nothing to get excited about, but is sufficient to cause considerable enthusiasm as to the future. I look for business to show a decided upturn in the months ahead, especially with the industry drives under way and contemplated."

Subsequent runs, however, are not showing improvement comparable to first-run houses, although subsequent run exhibitors are optimistic, and feel that they will eventually share in the general upswing.

Drive-ins for the most part report business is better than last year, and is getting better.

Television in this situation does not pose the competition that it formerly did, exhibitors agree, since the novelty is wearing off, and there is every indication that the television fans are slowly, but surely, drifting back to the theatre.

'Jessel' to 'M. C.'

(*Continued from page* 1)

festivities which mark the reopening of the Rivoli following its use in the Greater New York Civil Defense Drive.

Properties and costumes from the picture will be on display in the theatre's lobby, in addition to the chariot used by Gregory Peck and Susan Hayward in the production.

Besides Mayor Impellitteri, among those invited to attend are:

Bette Davis, Gary Merrill, Milton Berle, Dagmar, Marlene Dietrich, Mel Torme, Jackie Cooper, Kitty Kallen, Sidney Kingsley, Madge Evans, Artie Shaw, Valerie Bettis, Joyce Matthews, Arthur Murray, Herb Shriner, Robert Q. Lewis, Ray Robinson, Ed and Pegeen Fitzgerald, Ilka Chase, Jeff Chandler, Abe Burrows, Lady Iris Mountbatten, Coleen Gray, James Farley, Judge Samuel Rosenman, Aubrey S. Eban, Arthur Lourie, Moshe Sharett, Eva Gabor, Vanessa Brown, Fritzie Scheff, Martin Gabel, Mr. and Mrs. Orren Root, Mr. and Mrs. Gerard Swope, Mr. and Mrs. Herbert Bayard Swope, William S. Paley, Anthony Pompouras and Floyd Odlum.

N. E. Premiere of 'David' To Be Held Sept. 12

BOSTON, Aug. 13.—The New England premiere of Darryl F. Zanuck's "David and Bathsheba," will be held at the Paramount and Fenway theatres here on Sept. 12.

PCCITO Kicks

(*Continued from page* 1)

helped pay to publish a most damaging article to our industry. You as president of COMPO should urge all distributors to immediately pull all ads out of *Life* and *Time* until such time as they agree to publish an article with equal prominence containing the true facts concerning our industry."

Jim Thorpe Tour

BOSTON, Aug. 13.—Phyllis Thaxter, who is co-starred with Burt Lancaster in The Warner Brothers production Jim Thorpe, All American, together with S/Sgt. Carl Thorpe, son of the late Jim Thorpe, now stationed at Ft. Devens will make personal appearances in important exchange centers in the East, in conjunction with the motion picture which is to be released on Sept. 1.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 8	(July Releases) SIROCCO Humphrey Bogart Lee J. Cobb D—98 min. (Rev. 6/7/51) HURRICANE ISLAND (Color) Jon Hall D—70 min. (Rev. 7/9/51)	YES, SIR, MR. BONES Minstrel Show M (5019)	SHOWBOAT (Color) Kathryn Grayson Ava Gardner Howard Keel M—108 min. (Rev. 6/5/51)	YUKON MANHUNT Kirby Grant Chinook Margaret Field O—63 min. (5123)			LILLI MARLENE Lisa Daniely Hugh McDermott D—75 min. (203) Rev. 7/26/51)	(July Releases) THE GUY WHO CAME BACK Paul Douglas Linda Darnell Joan Bennett D—91 min. (Rev. 5/22/51)	(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min. (Rev. 6/1/51)	(July Releases) FRANCIS GOES TO THE RACES Donald O'Connor Piper Laurie C—88 min. (Rev. 5/18/51)	
July 15	TWO OF A KIND Edmond O'Brien Lizabeth Scott D—75 min. (Rev. 6/18/51)	VARIETIES ON PARADE Jackie Coogan M (5020)	THE LAW AND THE LADY Greer Garson Michael Wilding CD—104 min. (Rev. 7/17/51)	STAGE COACH DRIVER Whip Wilson O—52 min. (5153)	(July Releases) PASSAGE WEST (Color) John Payne Dennis O'Keefe OD—80 min. (5022) (Rev. 5/24/51)	THE RODEO KING AND THE SENORITA Rex Allen O—67 min. (Rev. 7/20/51) FUGITIVE LADY Janis Paige Binnie Barnes D—78 min. (5011) (Rev. 7/17/51)	HAPPY GO LOVELY (Color) David Niven Vera Ellen MC—88 min. (98) (Rev. 6/12/51)	THE FROGMEN Richard Widmark Dana Andrews Gary Merrill D—96 min, (Rev. 6/11/51)	(Stanley Kramer) CYRANO DE BERGERAC (Color) Jose Ferrer Mala Powers D—112 min. (Rev. 11/14/50)	THE PRINCE WHO WAS A THIEF (Color) Tony Curtis Piper Laurie D—88 min. (Rev. 6/1/51)	FORT WORTH (Color) Randolph Scott D—80 min. (028) (Rev. 5/15/51)
July 22	BIG GUSHER Wayne Morris Preston Foster D—68 min. (Rev. 7/11/51) BONANZA TOWN Charles Starrett Smiley Burnette O—56 min. (Rev. 7/17/51)	LOST CONTINENT Cesar Romero Hillary Brooke D—83 min. (5004) (Rev. 7/24/51)	TERESA Pier Angeli John Ericson D—103 min. (Rev. 3/6/51)		ACE IN THE HOLE Kirk Douglas Jan Sterling D—111 min. (5023) (Rev. 5/7/51)	LOST PLANET AIRMEN (re-edited from KING OF THE ROCKET MEN) Tristram Coffin Mae Clarke D—65 min. (5031)	(Walt Disney) ALICE IN WONDERLAND (Color) Cartoon Feature 75 min. (292) (Rev. 7/2/51)	TAKE CARE OF MY LITTLE GIRL (Color) Jeanne Crain D—93 min. (Rev. 6/12/51)	(Jack Schwarz) THE HOODLUM Lawrence Tierney D—61 min. (Rev. 7/9/51)	COMIN' ROUND THE MOUNTAIN Bud Abbott Lou Costello Dorothy Shay C—77 min. (Rev. 6/18/51)	
July 29	MASK OF THE AVENGER (Color) John Derek Anthony Quinn D—83 min. (Rev. 7/3/51)		RICH, YOUNG AND PRETTY (Color) Jane Powell Vic Damone M—95 min. (Rev. 7/3/51)	LET'S GO NAVY Bowery Boys C—68 min. (5113) (Rev. 8/2/51)							ON MOONLIGHT BAY (Color) Doris Day Gordon MacRae MC—95 min. (029) (Rev. 7/10/51)
Aug. 5	(Aug. Releases) WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51)					THIS IS KOREA (Documentary) 50 min.	FLYING LEATHERNECKS (Color) John Wayne Robert Ryan D—102 min. (261) (Rev. 7/19/51)	(Aug. Releases) THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)	PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min.	(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O—77 min. (Rev. 7/17/51)	
Aug. 12	PICKUP Beverly Michaels Hugo Haas D—78 min. (Rev. 7/19/51)	HOME TOWN BOY Harold Lloyd, Jr. C (5022)	THE TALL TARGET Dick Powell Paula Raymond D—78 min. (Rev. 8/2/51)	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D (AA20)	(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)			MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C—87 min. (Rev. 7/24/51) MEET ME AFTER THE SHOW Betty Grable Macdonald Carey MC—86 min. (Rev. 8/3/51)		MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D—81 min. (Rev. 7/24/51)	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)
Aug. 19	CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D CYCLONE FURY Charles Starrett Smiley Burnette O—54 min.	LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)		OKLAHOMA JUSTICE Johnny Mack Brown O—56 min. (5144)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O—60 min. (5062) ADVENTURES OF CAPTAIN FABIAN Errol Flynn Micheline Prelle D	HIS KIND OF WOMAN Jane Russell Robert Mitchum D—120 min (201) (Rev. 7/12/51)		(Lazar Wechsler) FOUR IN A JEEP Ralph Meeker Yoseph Yadin D—97 min. (Rev. 6/5/51)	IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51) BRIGHT VICTORY (pre-release) Arthur Kennedy Peggy Dow D—97 min. (Rev. 7/20/51)	
Aug. 26	(Sept. Releases) SATURDAY'S HERO John Derek Donna. Reed D—111 min.		THE STRIP Mickey Rooney Sally Forrest D—85 in. (Rev. 8/7/51)	(Allied Artists) DISC JOCKEY Ginny Simms Tom Drake M—77 min. (AA21)	WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)		BEHAVE YOURSELF Farley Granger Shelley Winters CD		(Danziger Bros.) ST. BENNY THE DIP Dick Haymes CD—80 min. (Rev. 6/26/51) (Allen Prods.) MEW MEXICO (Color) Lew Ayres D—76 min. (Rev. 5/3/51)		
Sept. 2	THE LADY AND THE BANDIT Louis Hayward Patricia Medina D—79 min. SUNNY SIDE OF THE STREET (Color) Frankie Laine Billy Daniels M—71 min.	F. B. I. GIRL Cesar Romero George Brent D (5002)	THE PEOPLE AGAINST O'HARA Spencer Tracy Pat O'Brien D—103 min.		(Sept. Releases) HERE COMES THE GROOM Bing Crosby Jane Wyman C—114 min. (5101) (Rev. 7/6/51)		ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D—78 min. (202) (Rev. 7/25/51)	(Sept. Releases) PEOPLE WILL TALK Cary Grant Jeanne Crain D (Bert Friedlob) A MILLIONAIRE FOR CHRISTY Fred MacMurray Eleanor Parker C—91 min. (Rev. 8/8/1/51)	(Weisner Bros.) TWO GALS AND A GUY Robert Alda C—70 min. (Rev. 6/7/51) (Ernest Gartside) OBSESSED David Farrar D	(Sept. Releases) LITTLE EGYPT (Color) Mark Stevens Rhonda Fleming D—82 min. (131) (Rev. 7/31/51)	JIM THORPE—ALL AMERICAN Burt Lancaster Phyllis Thaxter D—107 min. (101) (Rev. 6/14/51)
Sept. 9	THE MAGIC FACE Luther Adler Patricia Knight D—89 min. (Rev. 8/8/51)	PRESENT ARMS William Tracy Joe Sawyer MC (5023)	ANGELS IN THE OUTFIELD Paul Douglas Janet Leigh CD—102 min.	WANTED: DEAD OR ALIVE Whip Wilson O—59 min. (5154)	A PLACE IN THE SUN Montgomery Clift Elizabeth Taylor D—122 min. (5102) (Rev. 7/18/51)	ARIZONA MANHUNT Michael Chapin Eilene Janssen O—60 min. (5068)	THE RACKET Robert Mitchum Robert Ryan D	THE DAY THE EARTH STOOD STILL Michael Rennie Patricia Neal D	(Harry Popkin) THE WELL (pre-release) Richard Grover Barry Kelley D—85 min.	YOU NEVER CAN TELL Dick Powell Peggy Dow C (132)	
Sept. 16	CORKY OF GASOLINE ALLEY Scotty Beckett Jimmy Lydon C—80 min. (Rev. 8/8/51) HILLS OF UTAH Gene Autry O		MR. IMPERIUM (Color) Lana Turner Ezio Pinza M—87 min. (Rev. 5/8/51)	TRIPLE CROSS Joe Kirkwood D (5118)	RHUBARB Ray Milland Jan Sterling C—95 min. (5103) (Rev. 8/6/51)	HAVANA ROSE Estelita Rodriguez Hugh Herbert D	DRUMS IN THE DEEP SOUTH James Craig Barbara Payton D—87 min.		(Jean Renoir) THE RIVER (Color) (Roadshow) D GOLD RAIDERS George O'Brien O	THUNDER ON THE HILL Claudette Colbert Ann Blyth D—84 min. (133) (Rev. 8/7/51)	FORCE OF ARMS William Holden Nancy Olson D (102)

INT'L RELEAS'G

MANIACS ON WHEELS
Dirk Bogarde
Renee Asherson
D—76 min. (2C)
(Rev. 7/9/51)
(Release: July, 1951)

BAD LORD BYRON
Dennis Price
Joan Greenwood
CD—85 min. (1A)
(Release: Aug., 1951)

SIN OF ESTHER WATERS
Kathleen Ryan
Dick Bogarde
D—65 min. (3C)
(Release: Sept., 1951)

SOUVAINE

FACE TO THE WIND
(French)
Jackie Gencel
CD—85 min.
(Release: 7/6/51)

LOVERS OF VERONA
(French)
Anouk Aimee
D—95 min.
(Release: 7/13/51)

ALICE IN WONDERLAND
(Color)
Lou Bunin's Puppets
Carol Marsh
Mus. Fantasy—83 m.
(Rev. 7/25/51)
(Release: 7/26/51)

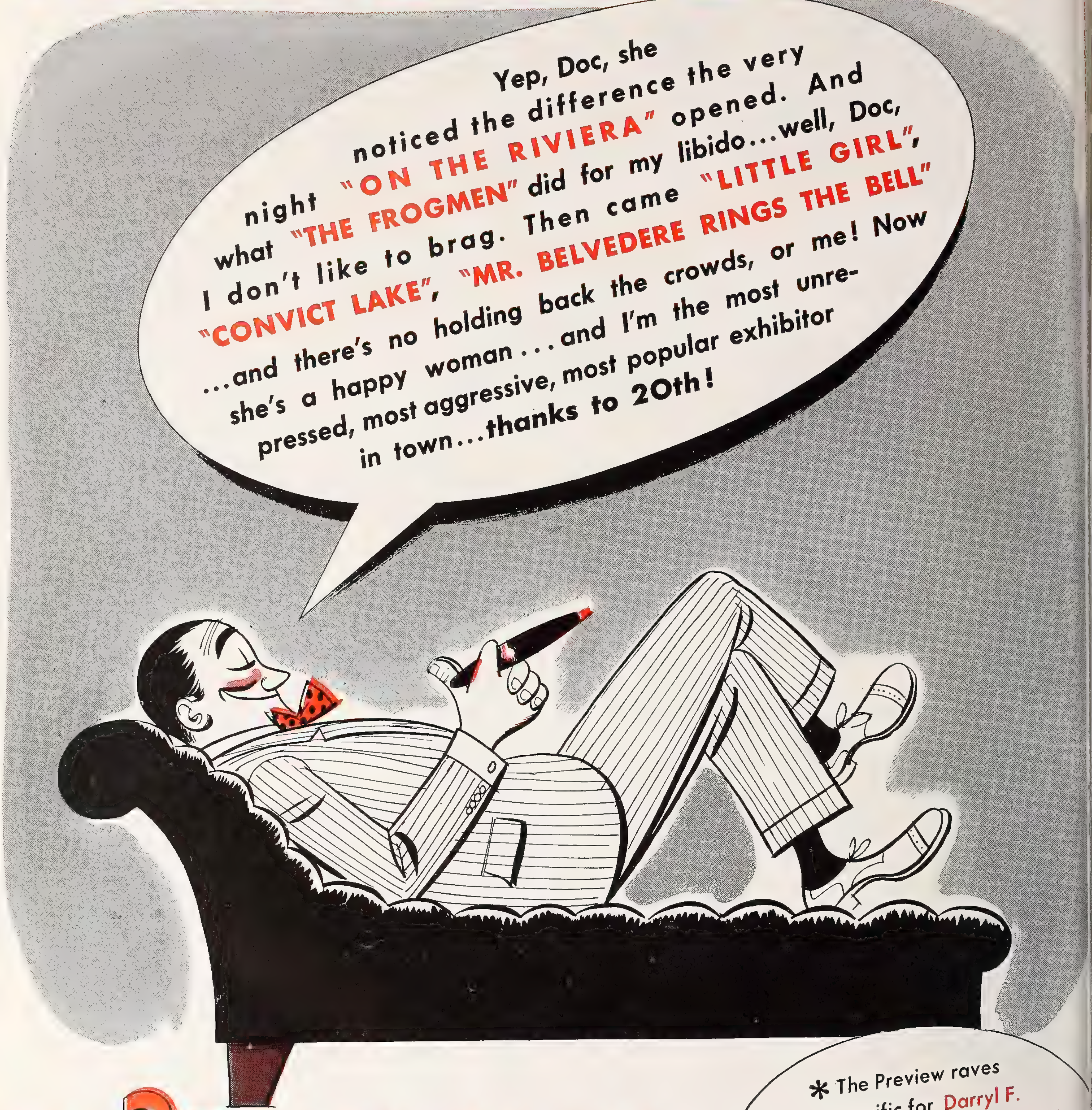
DAYS OF OUR YEARS
(French dialogue)
with Eng. narration)
Pierre Fresnay
Document'y—91 min.
(Release: 8/3/51)

HER PANELLED DOOR
Phyllis Calvert
D
(Release: 8/17/51)

GALLOPING MAJOR
Basil Radford
C
(Release: 8/24/51)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

PEOPLE WILL TALK!*


Yep, Doc, she noticed the difference the very night "ON THE RIVIERA" opened. And what "THE FROGMEN" did for my libido...well, Doc, I don't like to brag. Then came "LITTLE GIRL", "CONVICT LAKE", "MR. BELVEDERE RINGS THE BELL" ...and there's no holding back the crowds, or me! Now she's a happy woman...and I'm the most unrepressed, most aggressive, most popular exhibitor in town...thanks to 20th!

LET 20th CENTURY-FOX PUT EGO INTO YOUR BOXOFFICE!

* The Preview raves are terrific for Darryl F. Zanuck & Joseph L. Mankiewicz's first picture since "All About Eve" —Cary Grant and Jeanne Crain in "People Will Talk"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 32 NEW YORK, U. S. A., WEDNESDAY, AUGUST 15, 1951 TEN CENTS

SIMPP Okays New US-UK Agreement

Mulvey Sees '52 Foreign Revenues of 35-40%

Hollywood, Aug. 14.—The executive committee of the Society of Independent Motion Picture Producers today approved the new Anglo-American trade pact as outlined at a SIMPP luncheon meeting here by James Mulvey, SIMPP representative at the recent London negotiations.

Mulvey pointed out to the committee that the favorable revision of the British agreement, combined with the improved trade arrangements with other countries, makes it probable that foreign sources may account for between 35 and 40 per cent of the industry's revenue in the coming year.

Main terms of the pact, which will run for two years, starting Oct. 1,

(*Continued on page 6*)

Steiner in Greene's RKO Stock Contest

Continuing its efforts to organize stockholders' group of a size suffi-ient to command representation on he board of RKO Theatres, David Greene and associates have appointed oseph Steiner, New York indepen-ent theatre executive, as theatre con-ultant to the group, it is learned.

It is reported that Steiner will ad-ise the Greene group on theatre mat-ers pertinent to the formation of a

(*Continued on page 6*)

8 Productions from Lippert in 8 Weeks

Hollywood, Aug. 14.—Robert L. ippert disclosed here today that his ompany will release eight pictures within the next eight weeks, a new igh for any two-month period since he formation of his company three ears ago.

For release in September is "Lost Continent," starring Cesar Romero, eleased on Sept. 7, produced by

(*Continued on page 6*)

Reviewed today—Darryl F. Zanuck's "David and Bathsheba" with Gregory Peck and Susan Hayward interpreting the tempestuous Bible story of high romance and adventure.—*Advt.*

U. S. Will Review Appeal For 'Essential' Status

U. S. Secretary of Commerce Sawyer has directed that an immediate review be given of the appeal made last week by the Council of Motion Picture Organizations that the motion picture industry be declared essential.

In a letter received here yesterday by Robert W. Coyne, COMPO special counsel, Commerce Secretary Sawyer stated:

"I have directed Dr. Alton M. Porter of my Essential Activities staff to get in touch with you immediately and to undertake a complete review of your appeal."

Coyne filed a brief with the Department of Commerce last week asking that the film industry be declared essential to the defense effort. In

(*Continued on page 2*)

'U' Pledges Aid To Jubilee Drive

The full cooperation of Universal Pictures sales staff with the "Movietime USA" campaign this fall was pledged yesterday by Charles J. Feldman, domestic sales manager, at the concluding session here yesterday of the company's two-day meeting of division and district managers.

"Everything points to prosperous days ahead for the industry if every-

(*Continued on page 2*)

Skouras Reports NT Business Up 15%

Hollywood, Aug. 14.—The National Theatres' circuit business has been up about 15 per cent, with further improvement indicated, according to NT president Charles P. Skouras, who will fly to New York tomorrow morning for conferences in connection with the Eidophor theatre-

(*Continued on page 2*)

20th's 'Bathsheba' Has World Premiere

Darryl F. Zanuck's "David and Bathsheba" was given a Hollywood-style public premiere at the Rivoli Theatre here last evening, before an audience which included leaders in the diplomatic, political, social, civic and entertainment fields. The 20th Century-Fox Technicolor production stars Gregory Peck and Susan Hayward.

Celebrities arriving at the Klieg-lighted Rivoli were greeted by George Jessel, who was master of ceremonies. The event also received comprehensive radio and newsreel coverage.

RKO Sets 36 For Release In 1951-1952

Increase of 4 Over Last Year; Depinet Sees Boom

Ned Depinet

RKO Pictures will release four more features in 1951-52 than it did in 1950-51 when the schedule contained 32, Ned E. Depinet, company president, reported yesterday at a meeting of division and district sales managers at the Waldorf Astoria Hotel here. All of the 36, 12 of which will be in color, are either completed or in various stages of production, Depinet said.

"The past year," Depinet declared, "has brought to the screens

(*Continued on page 6*)

RKO Pictures 2nd Quarter in Black

RKO Pictures Corp., yesterday reported consolidated net profit of $351,645 for the second quarter of 1951, ended last June 30.

Operations for the first six months of the year resulted in a net loss, unaudited, of $734,720, after all charges. Comparative figures for last year are unavailable, since RKO picture and theatre operations were combined until Jan. 1 of this year, when

(*Continued on page 6*)

W.R. Hearst Dies on Coast; 88 Years Old

Los Angeles, Aug. 14.—William Randolph Hearst, noted publisher, whose incidental business activities for a 30-year period included newsreel and feature motion picture production, died at his Beverly Hills home today. He was 88 years old.

Hearst is survived by five sons, who were at his bedside at the time of his death. They are: William Randolph,

(*Continued on page 6*)

Personal Mention

GAEL SULLIVAN, executive director of the Theatre Owners of America, is due back in New York tomorrow from a Narragansett vacation.

•

WILLIAM B. LEVY, worldwide sales manager of Walt Disney Productions, has returned here from eight weeks in Europe.

•

MRS. LUCY ROBINSON, of the RKO Radio Pictures advertising department, celebrated a birthday yesterday.

•

HERBERT OCHS, operator of a drive-in theatre circuit in Canada, welcomed his eighth grandchild recently.

Ia.-Neb. Exhibitors Demand Flat Rate

OMAHA, Aug. 14.—Exhibitors at the Iowa-Nebraska Allied meeting here today repeated their demands for a flat rate and voiced loud protests over a Kansas City estimate that receipts there were up 20 per cent.

Several Nebraska members talked about action permitting bank nights, which are banned in the state under a gambling law. They pointed out that pari-mutuel betting at several race tracks is allowed in the states.

Al Myrick, Iowa-Nebraska president from Lake Park, Iowa, said the organization maintained close supervision over bank nights in Iowa and pointed to strong mid-week crowds.

Another session is scheduled in Omaha Aug. 28 to start the "Movietime USA" drive rolling.

NT Business Rise

(*Continued from page* 1)

TV system. Although his plans with respect to participation in the "Movietime USA" campaign have not been definitely stated, Fox West Coast Theatres, the Western branch of NT, which recently tendered its resignation from the Southern California Theatre Owners Association, a Theatre Owners of America affiliate, is giving consideration to a business-promotion campaign of its own, similar to the drive carried on last fall.

'U' Pledges Aid

(*Continued from page* 1)

one gets behind its pictures with the same spirit which is currently being reflected in the activities being developed for the Jubilee campaign by producers, distributors and exhibitors," Feldman declared.

'Essential' Status

(*Continued from page* 1)

an earlier ruling the Department had placed the film industry among the businesses deemed inessential to the government's defense program.

Review

"David and Bathsheba"

(20th Century-Fox)

THE OLD TESTAMENT story of David, King of the Israelites, and Bathsheba, for love of whom he became an adulterer and murderer, is told in a lush and engrossing film, produced by Darryl F. Zanuck and directed by Henry King. Gregory Peck, as David, delivers another of his notable performances, in the shadow of which, even Susan Hayward, as his Bathsheba, is seen as little more than an enticing physical morsel, through whom are made credible his temptations.

The love story dominates the production, relegating to brief sequences the spectacular possibilities of the Israelites' warfare with the Ammonites, the classic tale of the youthful David's personal triumph over Goliath, and rebellious mob scenes as drought and famine stalk the land after King David falls into sinful ways.

But the love story is effective—tender, passionate, dangerous, secret and open, by turn. And the immense care which has gone into the production, made noteworthy by exceptional technical skills in beautifully photographed Technicolor, in unusual and artistic settings, costumes and furnishings, endows it with the special atmospheric values which lift it well above the ordinary. It is a picture which will be of interest to all segments of the audience. Yet it is "class" screen fare and should be sold as such for best results.

The picture opens with David on an adventurous visit to his army in the field. The former innocent shepherd boy, chosen by God to make Israel one, is now approaching his middle years and, with the help of his perfidy which brought about the death of King Saul's son, Jonathan, is King.

Returning to his court, David sees Bathsheba at her bath on the roof of her adjoining house and sends for her. Himself married, he learns that Bathsheba is the unloved wife of Uriah, well played by Kieron Moore, one of David's army captains. Bathsheba gives herself willingly to David, confessing that she had long been enamoured of him and had bathed on the roof hoping to win his attention.

An idyllic romance starts its course but in time Bathsheba advises David that she is with child. The penalty for adultery is a public stoning to death. David orders Uriah sent home from the battlefields, hoping he will spend the time with Bathsheba and think himself the father of her child. But Uriah remains away from his wife and the scheme fails. David is denounced by his wife, Michal, played by Jayne Meadows, and when the scandal becomes public, by the Prophet Nathan, played by Raymond Massey. Warning that God's wrath is being visited upon Israel for the sins of King David, Nathan, backed by the hungering mobs, demands Bathsheba's punishment by stoning. Having permitted Uriah, Bathsheba's husband, to be killed in battle, David asks who the accuser of Bathsheba is. Advised by Nathan that it is God, David goes to the Temple, prays and is repentant. The drought is broken and, the people rejoicing, their vengeance forgotten; David returns to Bathsheba.

A large and uniformly good cast fills the supporting roles admirably. Among them are James Robertson Justice as Abishai; John Sutton as Ira; Dennis Hoey as Joab; Walter Talun as Goliath; Francis X. Bushman as King Saul; Paula Morgan as an adultress; Allen Stone and Gilbert Barnett as David's sons, Amnon and Absalom, and Lumsden Hare as an old shepherd.

Philip Dunne wrote the screenplay. Leon Shamroy contributed the notable photographic work, with Leonard Doss as Technicolor consultant. Lyle Wheeler and George Davis were responsible for the outstanding art direction and Thomas Little and Paul S. Fox for set decorations. The wardrobe was by Charles LeMaire and costumes were by Edward Stevenson.

Running time, 116 minutes. General audience classification. Release date, Aug. 15.

SHERWIN KANE

150 Attend 'Jimmy' Fund Drive Meet

BOSTON, Aug. 14.—Over 150 members of the New England industry today attended the kick-off luncheon meeting today for the forthcoming 1951 "Jimmy Fund" drive, co-sponsored by the Variety Club of New England, Tent No. 23 and the Boston Braves, held here at the Hotel Bradford.

Among the speakers were Samuel Pinanski, chief barker of Variety, and Martin J. Mullin, president of the Childrens' Cancer Research Foundation.

Ken Murray Cancels

CHICAGO, Aug. 14.—Ken Murray has been forced by other commitments to cancel his personal appearance at the Chicago Theatre.

SWG Names Inglis Executive Secretary

HOLLYWOOD, Aug. 14.—The Screen Writers Guild board last night unanimously chose Frances Inglis as executive secretary to replace Alyce Pennyman, who has resigned. The board also nominated Mary McCall, Sloan Nibley, Richard Breen, as candidates for election to the board, it was announced.

Gauld on MPTA Board

TORONTO, Aug. 14.—Don Gauld, supervisor of Odeon Theatres in Ontario, has been named a director of the Motion Pictures Theatres Association of Ontario to fill the vacancy caused by the death of Stan Gosnell, manager of the Uptown Theatre, Toronto, who was president of the organization.

Newsreel Parade

HIROSHIMA six years after the blast and a new rocket are current newsreel highlights. Other items include Korean flashes and sports. Complete contents follow:

MOVIETONE NEWS, No. 66—Hiroshima marks sixth anniversary of atomic bombing. Navy rocket hits record 135 miles high. Cary Grant honored in Hollywood. Jet drones used in "ack-ack" training. Davis Cup. Soap-box derby. Golf champion.

NEWS OF THE DAY, No. 300—Hiroshima today. New rocket soars 135 miles. Royal vacation. Protest Russian slavery. Israel opens gates to blind refugees. Soap-box derby. Ben Hogan wins world golf title.

PARAMOUNT NEWS, No. 103—Derby-day in Akron. Navy rocket sets altitude record. Gen. Eisenhower in Germany. A "tweet" grows in Brooklyn. Hiroshima six years after the blast. Ben Hogan wins world golf title.

TELENEWS DIGEST, No. 33-A—Berlin: Stalin youth in Russian sector and in the free zone. Army band entertains troops at Korean front. Stratojet B-47 refuels in mid-air. Stock car races at Detroit.

UNIVERSAL NEWS, No. 482—Hiroshima six years after the blast. Paralyzed artist. Self-lighting cigarette. Filmdom aids cancer fund. Sport flashes. Small fry regatta. Soap-box derby.

WARNER PATHE NEWS, No. 1—Eleven dead in train wreck. Rocket flies 135 miles. Hiroshima six years later. Bavaria: Gen. Eisenhower on vacation. King George goes to Scotland. Paris' birthday. Hogan wins. Soap-box derby. Stock car thriller.

Zoglin, Linfield File Trust Suits

KANSAS CITY, Aug. 14.—Nathan Zoglin, of the Ritz Theatre, is asking $250,000 in damages and Harold G. Linfield and Lester H. Silverman, of the Colonial Theatre, are seeking $100,000 in Federal court suits here against 20th Century-Fox, National Theatres, Fox Midwest, and Elmer C. Rhoden and other companies under the Clayton Act.

The petitions refer to the suit of U.S. vs. Paramount and others. Each plaintiff seeks treble damages, an injunction and better subsequent runs.

Conlon Succeeds Snyder

DETROIT, Aug. 14. — Charles W. Snyder, executive secretary of Allied Theatres of Michigan is resigning his position at Allied on Sept. 1 to join the administrative staff of Film Truck Service here, operated by Mrs. Gladys Pike. Ernest Conlon, attorney for the government in the Economic Stabilization Commission in Grand Rapids, will take over Snyder's position.

March of Time Series

The March of Time's "Crusade in the Pacific" television series, following up its Peabody Award "Crusade in Europe" is scheduled for fall release. The new series also covers the Korean campaign and other Asiatic-Pacific problems of today. "Crusade" will be screened for the press following a MOT reception here tomorrow afternoon.

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Old records never die, they just fade away when you play M-G-M pictures!

"Show Boat" extended-runs make history. At press time 52 cities are in 3rd weeks, 20 cities in 4th weeks. Cincinnati Albee 4th week for first time in its history. 6th week at Warfield, Frisco. Tops "Great Caruso" nationwide. Music Hall, N. Y. sets new all-time M-G-M records as long run continues! • "Rich, Young and Pretty" is delighting the fans. • Hot news! "An American In Paris" had terrific first preview in N. Y. neighborhood theatre. Watch for one of this industry's greatest musicals!

Next!

Don't miss the Trade Shows AUG. 24th

M-G-M presents
"ANGELS IN THE OUTFIELD"
starring
PAUL DOUGLAS • JANET LEIGH
with
KEENAN WYNN • LEWIS STONE
SPRING BYINGTON • BRUCE BENNETT
Screen Play by
DOROTHY KINGSLEY and GEORGE WELLS
Based on a Story by Richard Conlin
Produced and Directed by
CLARENCE BROWN

"ANGELS IN THE OUTFIELD"

"Outstanding!" "Excellent!" "Very Good!"

That's what 385 out of 406 patrons wrote on Preview Cards at last week's sensational showing of "ANGELS IN THE OUTFIELD" at the Picwood Theatre, Los Angeles. M-G-M has a picture packed with heart and humor that will thrill the nation's fans!

JOHN

(3 TIME ACADE

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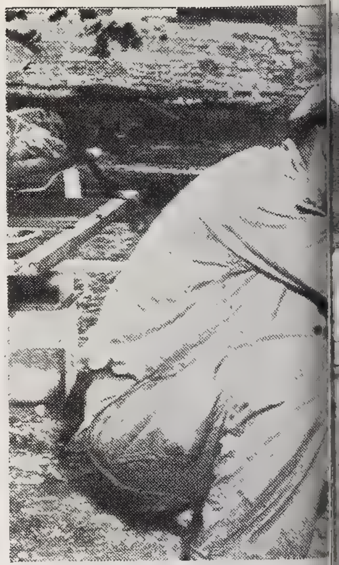

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IN *NEW TRUCOLOR*

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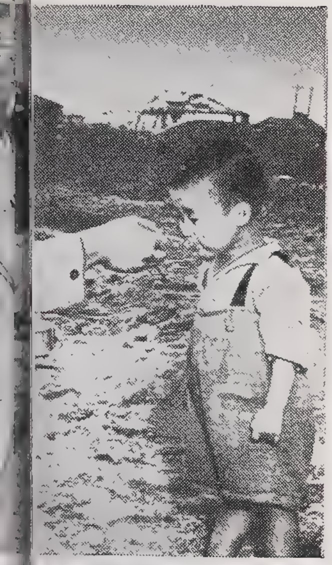

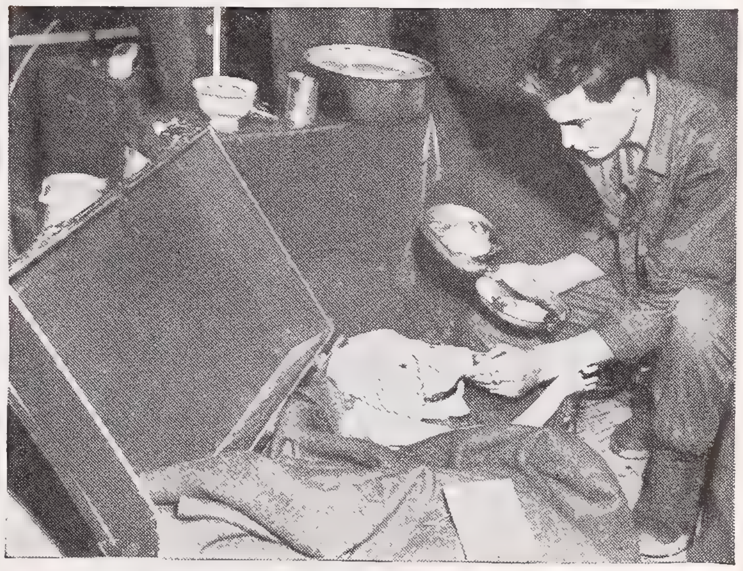

ACCESSORIES AVAILABLE AT NATIONAL SCREEN SERVICE

Lippert

(Continued from page 1)

Sigmund Neufeld and directed by Samuel Newfield; Sept. 14 is set for "Highly Dangerous," J. Arthur Rank production starring Dane Clark, Margaret Lockwood and Marius Goring; "Sky High," starring Sid Melton and Mara Lynn, will be released on Sept. 21.

Released in October are "FBI Girl," produced and directed by William Berke, starring Cesar Romero, George Brent and Audrey Totter; "Present Arms," starring William Tracy and Joe Sawyer, produced by Hal Roach, Jr.; "Leave It to the Marines," Sid Melton, Mara Lynn, produced by Neufeld and directed by Newfield; "Superman and the Mole Men," and "The Great Adventure."

RKO Pictures Net

(Continued from page 1)

the company's divorcement became effective.

The company noted that earnings for the second quarter this year were favorably affected by a revision of the feature negative amortization table as a result of the customary mid-year review, and by the conversion of "unusually large amounts of foreign film royalties, previously blocked."

Fabian Speaks in Chicago

CHICAGO, Aug. 14.—Si Fabian, New York exhibitor, was the main speaker at the amusements division dinner of the combined Jewish Appeal here.

RKO to Release 36 In '51-'52

(Continued from page 1)

of the world more fine films from all companies and individual producers than any single season in the past. The new year, just starting, will top the past year in the number of quality pictures released. It is going to be a great year for movie-going."

The complete program as listed by Depinet follows:

ALICE IN WONDERLAND, Walt Disney cartoon production, now playing in many cities.
FLYING LEATHERNECKS, Edmund Grainger Technicolor production, starring John Wayne.
HIS KIND OF WOMAN, Robert Mitchum and Jane Russell, August release.
BEHAVE YOURSELF, Wald-Krasna production, Farley Granger and Shelley Winters. September release.
THE BLUE VEIL, Wald-Krasna, Jane Wyman, November release.
CLASH BY NIGHT, Wald-Krasna, Barbara Stanwyck and Paul Douglas.
THE USO STORY, Wald-Krasna, Tony Martin.
I WANT YOU, Samuel Goldwyn production, Dana Andrews, Farley Granger, Dorothy McGuire and Peggy Dow.
JET PILOT, Howard Hughes Technicolor production, John Wayne and Janet Leigh.
TWO TICKETS TO BROADWAY, Technicolor musical, Tony Martin, Janet Leigh, Gloria DeHaven, Eddie Bracken, Ann Miller and Barbara Lawrence.
IT'S ONLY MONEY, Groucho Marx, Frank Sinatra and Jane Russell.
A GIRL IN EVERY PORT, Groucho Marx, William Bendix and Marie Wilson.
HAPPY GO LOVELY, Technicolor musical, David Niven, Vera-Ellen and Cesar Romero.
SLAUGHTER TRAIL, Cinecolor, Brian Donlevy, Gig Young.
MONTANA BELLE, Jane Russell and George Brent.
ON THE LOOSE, Filmakers production, Joan Evans, Lynn Bari, Melvyn Douglas.
DAY WITHOUT END, Filmakers, Robert Ryan.
ON DANGEROUS GROUND, Filmakers, Ida Lupino and Robert Ryan.
THE KOREAN STORY, Robert Mitchum.
THE RACKET, Robert Mitchum, Robert Ryan, Lizabeth Scott.
THE BIG SKY, Howard Hawks-Edward Lasker production, starring Kirk Douglas.
THE LAS VEGAS STORY, Jane Russell and Victor Mature.
MACAO, Jane Russell, Robert Mitchum, Gloria Grahame.
DRUMS IN THE DEEP SOUTH, King Brothers production in Supercinecolor, starring James Craig.
SONS OF THE MUSKETEERS, Technicolor, Cornel Wilde and Maureen O'Hara.
THE HALF BREED, Technicolor, Robert Young and Janis Carter.
TARZAN, THE HUNTED, Sol Lesser production, Lex Barker.
SUDDEN FEAR, Joseph Kaufman production, Joan Crawford.
THE STORY OF ROBIN HOOD, Walt Disney all-live action Technicolor production starring Richard Todd.
SNOW WHITE AND THE SEVEN DWARFS, Disney Productions re-release.
ANDROCLES AND THE LION, Gabriel Pascal production, Jean Simmons, Victor Mature.
PETER PAN, Walt Disney Technicolor cartoon.
HANS CHRISTIAN ANDERSEN, Samuel Goldwyn Technicolor production, Danny Kaye.
COWPOKE, Wald-Krasna.
HIGH HEELS. Wald-Krasna.
EXCLUSIVE MODEL, Wald-Krasna.

Present at the meeting, in addition to Depinet and Robert Mochrie, distribution vice-president, were: Walter Branson, Nat Levy, Charles Boasberg, Bob Folliard, Morris Lefko, Al Kolitz, Ben Cammack, Carl Peppercorn, Dave Prince, Herbert Greenblatt, Len Gruenberg, Sid Kramer, Bob Hawkinson, Ned Clarke, Rutgers Neilson, Bev Lion, William Clark, S. Barret McCormick, Mike Poler, A. S. Schubart, Don Prince, Dan Leventhal, Harry Gittleson, Lou Miller, Arthur Joewig, Bill Dahler, Herb Wappaus, Frank Mooney.

A Real Nest-Egg For Smart Exhibitors!
He Lays ATOMIC EGGS!!!
"Mister Drake's Duck"
...Happily, thru UA

W. R. Hearst Dead

(Continued from page 1)

Jr., George, John, David and Randolph.

Hearst's motion picture activities began with the formation in 1914 of the Hearst-Selig News Pictorial, a newsreel. This subsequently became Hearst Metrotone News, then the present News of the Day. Several film serials were produced by his companies and his Cosmopolitan Pictures produced numerous features over a period of years. He became the patron of Marion Davies and her screen career was vastly aided by the attentions which her films received from the nationwide Hearst newspaper chain, the news syndicate and magazines. Metro-Goldwyn-Mayer distributed most of the Hearst films; Warner Brothers, some of them. M-G-M owns 50 per cent of News of the Day.

Syracuse Kills Its 5% Admission Levy

SYRACUSE, Aug. 14. — On Jan. 1, Syracuse will be rid of its 5 per cent city tax on theatre tickets. The City Council has repealed the tax and substituted a two per cent sales tax. The tax on utilities was also rescinded but the tax on hotel rooms was allowed to ride. Harold Mortin and Charlie Kurtzman, local theatremen, led the exhibitor fight against the levy.

'Well' to Loew's State

"The Well" will have its world premiere at Loew's State here in mid-September, it was announced here yesterday by William J. Heineman.

See MPEA OK of Anglo-US Pact Soon

Ratification of the new Anglo-American film agreement by the Motion Picture Export Association board is due to be announced either today or tomorrow, an MPEA spokesman indicated here yesterday. All but one of the MPEA member companies have signified approval of the agreement, and the remaining company's assent is a virtual certainty, he said.

SIMPP Okays

(Continued from page 1)

1951, provide for continuation in the basic remittance of $17,000,000 annually from U. S. companies' film earnings in Britain; a remittable increase from 23 per cent to 33⅓ per cent of the amount of money expended by American film companies on film production in the United Kingdom, and additional earnings based on whatever sums accrue to American film interests under the new Eady Tax Plan, with a minimum guarantee of $4,000,000 annually. At the end of the first year of the agreement, either side may at its option reopen the negotiations.

RKO Stock Fight

(Continued from page 1)

plan which can be put before other RKO Theatres' stockholders as part of a long range policy which the Greene group will espouse in the event it is successful in obtaining the board representation it seeks.

The Green group claims to have pledged or have in view 800,000 shares of RKO Theatres' stock with which to wage a proxy fight or obtain a compromise settlement. Howard Hughes owns 929,020 shares of RKO Theatres' stock, which by court order is in the trusteeship of Irving Trust Co. The Greene group expects to have additional shares in its corner in the event the contest goes to the wire at the next annual meeting of RKO Theatres stockholders in December.

The group charges, and complained to the Department of Justice, that Hughes named the present RKO Theatres board. The Department has filed a show cause order for the removal from the board of Maurice Bent, J. P. Dreibelbiss and James T. Brown. The latter has resigned. The order is returnable Oct. 18. The Greene group seeks the right to nominate two or three directors. Greene is now in Canada on vacation, and Steiner could not be reached here for comment.

OPPORTUNITY

Wanted ... Capable and experienced senior accountant-statistician for temporary position in connection with anti-trust litigation. Please give full details in first letter regarding background and experience. Box 461, Motion Picture Daily, 1270 Sixth Ave., New York 20, N. Y.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 33 NEW YORK, U. S. A., THURSDAY, AUGUST 16, 1951 TEN CENTS

MGM to Make 40 Features In Next Year

Schary Lists 53 Films For Potential Filming

HOLLYWOOD, Aug. 15.—With 53 productions in various stages of preparation or pegged for eventual filming, Metro-Goldwyn-Mayer will produce a minimum of 40 features in the next 12 months, it was disclosed here today by Dore Schary, production vice-president in charge of studio operations. Half of the 40 will be in Technicolor.

Dore Schary

"Climaxing one of the most successful and profitable years in its history, M-G-M is about to

(*Continued on page 6*)

Berle, 'David' Open Strong on B'way

Opening day business for "David and Bathsheba" at the Rivoli, and Milton Berle on stage at the Roxy here yesterday was sufficient to cause those who are prepared to "bury" the industry to pause in their funereal tasks.

With a four-abreast line stretching from 7th Avenue and 50th Street around the 6th Avenue corner to half-way back on 51st Street, the combination of Milton Berle and Dagmar on

(*Continued on page 2*)

Invite Sam Eckman To UK Film Council

London, Aug. 15.—Sam Eckman, Loew's-M-G-M managing director here, has been invited by Sir Hartley Shawcross, president of the Board of Trade, to join the Films Council as a distributors' representative.

The action reverses the cancellation of American representation on the Films Council by the Board's former president, Harold Wilson, some time ago.

NY Theatres to Get Color TV Before '52: Sarnoff

David Sarnoff, RCA board chairman, declared in a press interview here yesterday that before the end of this year video programs will be presented in color on large-screen television installations at theatres in New York City.

David Sarnoff

While it was evident that he meant the color programs would be presented at theatres equipped with RCA large-screen receivers, Sarnoff declined to elaborate on his statement. The most recent installation of

(*Continued on page 2*)

15 from 20th-Fox in Next Four Months

Twentieth Century-Fox will release 15 pictures during the next four months, it was announced here yesterday by Al Lichtman, director of distribution. Four will be in Technicolor.

September will bring "People Will Talk," Darryl F. Zanuck production, directed by Joseph L. Mankiewicz and starring Cary Grant and Jeanne Crain; "A Millionaire for Christy," Bert Friedlob production, starring Fred MacMurray, and "The Day the Earth Stood Still" starring Michael Rennie and Patricia Neal.

October: "The Desert Fox" starring James Mason; "No Highway in the Sky," James Stewart and Marlene

(*Continued on page 7*)

Phila. Sets Drive Apart from Compo's

PHILADELPHIA, Aug. 15.—A goal of between $100,000 and $150,000 was set by a meeting of Philadelphia area exhibitors at the Broadwood Hotel today to finance a local advertising campaign and business drive, to be held concurrently with but independently of the Council of Motion Picture Organizations' national

(*Continued on page 2*)

Tightens Controls On Metal Products

WASHINGTON, Aug. 15.—Fourteen important ferro-alloying materials and ferro-alloy products, many important in the manufacturing of light bulbs and electronic equipment parts for film theatres, studios and exchanges, were today brought under stronger controls by the National Production Authority. Six of the critical materials

(*Continued on page 2*)

Louis Bout Packs Broadway Houses; Fair Elsewhere

The Joe Louis-Jimmy Bivins fight, the first exclusive theatre TV telecast of its kind shown in the cities of New York and Boston, drew capacity audiences last night at the Broadway houses and in the Bronx, and moderate audiences in Queens and Brooklyn. A capacity crowd of 1,500 persons also filled the American Theatres' Pilgrim Theatre in Boston.

Telecast from Baltimore's Municipal Stadium to 15 theatres in nine cities, the fight won by Louis in a ten-round decision, seemed to have its biggest pay-off on Broadway. There, the Warner Theatre reported standing room only in its theatre which holds 3,720 seats. At the Warner, the fight marked the first use of the theatre's new instantaneous RCA large-screen TV equipment.

(*Continued on page 6*)

IATSE Will Picket Para. Int'l Today

IATSE Motion Picture Home Office Employes Local No. H-63 reported here last night that it would install pickets this morning at the main entrance to the Paramount Building on Times Square in protest of Paramount International's refusal to meet the union's demands for wage increases for "white collar" workers.

Although the local has sought strike permission from IATSE international president Richard R. Walsh, the picketing will not signify a strike, a spokesman for H-63 said. He explained that signs which the pickets

(*Continued on page 2*)

Escape Clause Amends 20th Pay Cut Plan

Skouras Gives Executives 2 Chances to Withdraw

Spyros P. Skouras has authorized amendment of the 20th Century-Fox salary reduction plan for executives to give all who signed the pay cut and profit sharing waiver the opportunity of withdrawing from the plan and revoking their waivers on either Dec. 29, 1951, or Dec. 27, 1952.

Skouras last May 15 announced the plan, under which a voluntary plan of salary reductions became effective last July 1. It provided for reductions of 25 per cent on all salaries between $500 and $1,000 weekly; 35 per cent on all salaries between $1,000 and $2,000 weekly, and 50 per cent on all salaries over $2,000 weekly.

In return for such voluntary reductions, which were requested for reasons of economy, the company agreed, as an incentive, to afford the persons making such reductions the

(*Continued on page 7*)

Kalmenson Heads WB Meet Today

Ben Kalmenson, Warner sales vice-president, will preside over a two-day meeting of the company's district managers which gets under way today at the home office. Thirteen productions for the fall and winter will highlight the meetings, as follows:

"Captain Horatio Hornblower"

(*Continued on page 2*)

Goldstein May Get Some WB Theatres

Hartford, Aug. 15.—Discussions are understood to have been held which, if they crystallize, would give Western Massachusetts Theatres, Inc., headed by Samuel Goldstein, several Warner theatres in Connecticut and Massachusetts.

Warners, under the anti-trust consent judgment, is required to sell one theatre each in the following Connecticut cities: Ansonia, Bristol, Danbury, Manchester, New Britain, Torrington, Willimantic, and in Massachusetts at Lawrence.

Personal Mention

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, leaves here today for Culver City.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, flew to Chicago last night from New York.

•

JACQUES GRINIEFF, film importer-exporter, left here yesterday for Hollywood.

•

I. E. LOPERT, president of Lopert Films Distributing Corp., and MORRIS HELPRIN, president of London Films, will arive here today from London.

•

WALT DISNEY returned to New York yesterday from England. CHARLES LEVY, Disney's Eastern publicity director is back here from St. Louis and Detroit.

•

JESSE LASKY, producer, is in New York from Hollywood.

Tightens Controls

(*Continued from page 1*)

go under complete allocation and the rest go under centralized control.

The new controls will not of themselves increase or decrease production of such things as cameras, projectors, electronic tubes, etc. But they give NPA a sharper tool with which to slash production more quickly.

NPA Okays Two Permits For Film Theatres

During the July 1-20 period, the National Production Authority acted on only two film theatre applications for permission to build or make alterations under the hardship clause of NPA's amusement construction ban. Both applications were granted.

One was a Sidney Lust application to construct a $100,000 drive-in theatre in Prince Georges County, Maryland, near Washington, D. C. The other was an $11,350 request for drive-in alterations.

Berle, 'David'

(*Continued from page 1*)

stage and 20th-Fox's "Meet Me After the Show" on the screen broke every non-holiday opening day record at the Roxy since 1947 when Berle topped a stage bill that accompanied a screen presentation of "The Foxes of Harrow," A. J. Balaban, the theatre's executive director, reported. First day's business was estimated at $22,000.

Meanwhile, opening day business for 20th's "David and Bathsheba" at the Rivoli was soaring to $9,000.

Phila. Campaign

(*Continued from page 1*)

"Movietime U.S.A." campaign.

The meeting was attended by about 70 local exhibitors, representing nearly 95 per cent of those in the area.

KMTA Convention Set for Nov. 5-6

Kansas City, Mo. Aug. 15.—The board of directors of the Kansas-Missouri Theatre Association meeting today set Nov. 5-6 as the dates for the 1951 annual convention, to be held at the Hotel President here. Jack Braunagle, manager of drive-ins for Commonwealth, was named convention chairman.

Naify Queried on Schenck Stock Buy

SAN FRANCISCO, Aug. 15.—Details of the deal by which Joseph M. Schenck acquired an interest in the Naify Circuit here in 1950 were related by Michael Naify, president of Golden State and T. and D. Junior Enterprises, in a deposition given yesterday in the Samuel Goldwyn anti-trust action against National Theatres and other defendants.

Under questioning by Joseph Alioto, Goldwyn's attorney, Naify said that when Eugene Emmick and R. A. McNeil wanted to sell their stock in the Naify circuit, Schenck was suggested by Charles Skouras, National Theatres president, after the Department of Justice had objected to Fox West Coast being the purchaser. After guaranteeing a personal note of Naify's in the amount of $2,300,000, Schenck acquired an option to purchase a half interest in United California Theatres, a Naify property, the latter said. In consequence, a $15,000,000 offer for the entire Naify circuit by Robert Lippert and R. M. Reynolds, Chicago ball-point pen manufacturer, was rejected, Naify said.

Difficulty Getting Films

Naify also testified that he had difficulty getting film from distributors unitl he made his Visalia-Hanford-Tulare pool with FWC, and that he entered into a Reno pool with FWC to facilitate deliveries of sound equipment. He denied that there was any agreement or understanding between FWC and his own group concerning exclusive territories in connection with operation of expansion of their theater holdings.

The deposition of Roy Cooper, Naify's chief film buyer, was being taken by Alioto today.

Second Day of Deposition

Today, the second day of Naify's deposition, a good deal of time was spent in attempting to establish that the Naify circuit had numerous "closed towns" in Northern California, and that "closed towns" were the result of eliminating active dependent operators from the business by buying out the theatres.

Naify was asked to testify at length about the split between him and R. A. McNeil from 1925 to 1932 and patching up of the split in 1932 with the organization of the United-California Theatres. Naify testified that part of the argument was because McNeil did not have McNeil's name on the door.

Goldman Asks 'Life' To Present Facts

PHILADELPHIA, Aug. 15.—Protesting the "public dissemination of misleading information" which creates "a wholly false impression of an entire industry," William Goldman, local theatre operator, has called upon Henry Luce, publisher of *Life* magazine, "to present a true picture of our business" to counter *Life's* recent article.

In a letter to Luce, Goldman says: "We haven't used our screens to shout to your ex-readers how much your circulation has been affected by TV. Let's have an enlightened approach to a subject in which your own publishing company has a very substantial stake," Goldman adds.

WB Meet Today

(*Continued from page 1*)

Technicolor, co-starring Gregory Peck and Virginia Mayo; "Jim Thorpe-All American," Burt Lancaster, Charles Bickford, Steve Cochran and Phyllis Thaxter; "Force of Arms," William Holden, Nancy Olson and Frank Lovejoy; "Tomorrow Is Another Day," Ruth Roman and Steve Cochran; "A Streetcar Named Desire," Vivien Leigh and Marlon Brando; "Starlift," all-star production, "Come Fill the Cup," James Cagney, Phyllis Baxter, Raymond Massey, James Gleason, and Gig Young; "The Tanks Are Coming," Steve Cochran, Mari Aldon, Philip Carey and Paul Picerni; "Painting the Clouds with Sunshine," Technicolor musical, Virginia Mayo, Dennis Morgan, Gene Nelson and Lucille Norman; "Close To My Heart," Gene Tierney and Ray Milland; "The Four Chaplains"; "Distant Drums," Technicolor, Gary Cooper in a United States Pictures production, and "Carson City," Randolph Scott, in color.

Sarnoff on Color

(*Continued from page 1*)

RCA large-screen equipment was at the Warner Theatre on Broadway.

Returned from a European tour, Sarnoff indicated also that on Sept. 10 National Broadcasting color television field testing will resume, and the public will be invited to view the NBC system at booths which are to be installed at the Center Theatre here. Washington, Philadelphia, Boston, Chicago and other cities also will be field testing sites after Sept. 10.

NEWS in Brief . . .

HOLLYWOOD, Aug. 15.—Steps to protect production workers against fly-by-night television film producers were taken today by the Hollywood AFL Film Council, which announced that hereafter any television film company which is not the agent of a sponsor and does not have an established reputation in the amusement industry must furnish bond sufficient to guarantee at least one week's pay before members of any guild or union will be permitted to work for it.

•

Ten British Sir Alexander Korda productions have been acquired for American distribution by Snader Productions and will have their premieres in New York between the end of this month and next January. Snader Productions is a West Coast organization, its principal Eastern executive being Oliver A. Unger, national sales director.

•

Arthur W. Kelly, producers representative here who formerly was executive vice-president of United Artists, has formed Arthur W. Kelly Television Co., Inc., to produce and distribute films for video.

•

C. N. O'Dell has been named assistant to Charles E. McCarthy, coordinator of publicity-advertising for the "Movietime U. S. A." drive of the Council of Motion Picture Organizations.

•

A three-city premiere in Muskogee and Oklahoma City in Oklahoma, on Aug. 20 and 21, and Carlisle City, Pennsylvania, on Aug. 23, has been arranged for Warner's "Jim Thorpe—All American."

IATSE Will Picket

(*Continued from page 1*)

will carry will assert that Paramount International, which is the foreign division of Paramount Pictures, has been "unfair" to workers because it has "refused to sign a fair wage contract." Workers will cross the picket lines, he said.

In new contract negotiations, which broke down several weeks ago, the union asked for a general increase of $4.50 or 10 per cent weekly, whichever is higher. The company accepted the $4.50 proposal, but rejected the 10 per cent feature.

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Flags up for Warner Bros. Again!!

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LIST OF ALL-TIME "Knute Rockne, All-American"

ALL-AMERICAN "Sergeant York"

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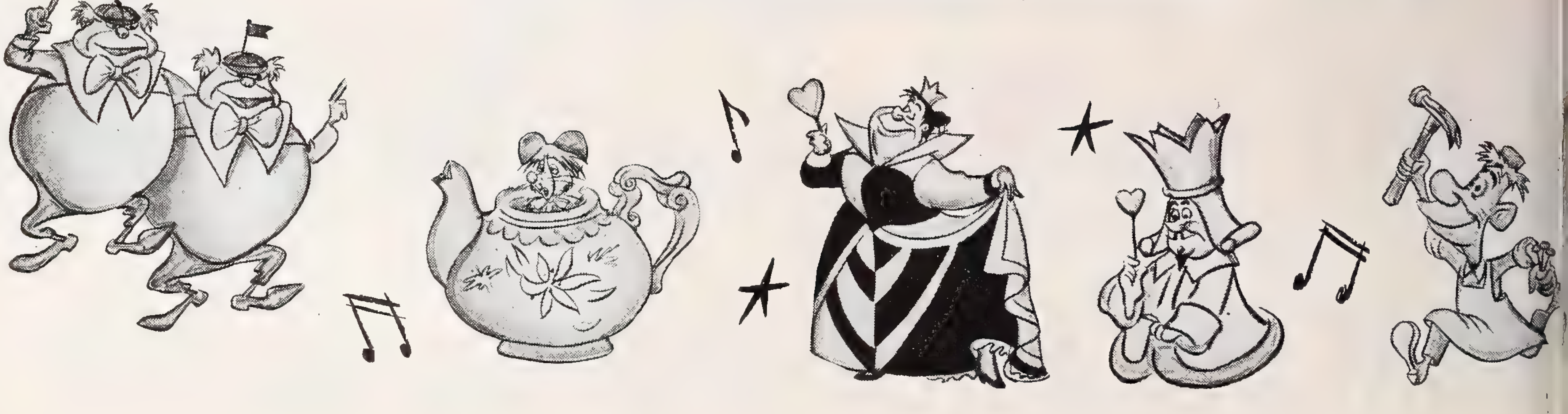

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Louis Bout

(Continued from page 1)

Top business was also reported by the Paramount, which seats 3,650. In the Bronx, the RKO Fordham which seats 2,383, was sold out at 8 P.M., while the large Fabian's Fox in Brooklyn, a 4,060-seater reported that it was three-quarters full. "Fair" was the term used by theatre managers to characterize the turn-out at Century's Marine, Brooklyn, and the Century's Queens, Queens Village, L.I.

Theatre managers in reporting box office results in New York, pointed to the downpour between 8 and about 9:30 P.M. as having a bearing on the turn-out. While the Paramount maintained its regular prices, many of the New York theatres boosted admissions. All showed the regular film fare.

The fight, as seen at the Paramount here, was excellently reproduced on the screen and the audience shouted enthusiastically at the tenth round, the fight's most dramatic.

Elsewhere, initial reports indicated that last night's bout lacked the drawing power of previous bouts scheduled by Theatre Network Television.

In Cleveland, RKO's Palace, which seats 3,300, was two-thirds full.

In Chicago, one hour before the start of the fight the South Side B. and K. Tivoli Theatre was about half full, with only side seats available on the main floor and a steady stream of patrons heading for the balcony. The Down-town State Lake, which had presented the past fights on large screen TV along with the Tivoli, received many inquiries about the fight and the showing at the Tivoli was being announced over the State Lake's side walk P.A. system. Although the draw was better than for the Marciano-Lamotta fight, and attendance was much greater than on a normal Wednesday night, last night's attraction was somewhat less than sensational at the box office, and apparently not strong enough to bring fight fans out to the theatre through an intermittent rain that started about seven o'clock.

In Albany, the fight drew an estimated one-third capacity in the 3,360-seat palace at $1, compared with the full houses for three previous fightcasts at 74 cents.

MGM to Make 40 Features

(Continued from page 1)

embark on the most ambitious picture-making schedule ever undertaken by any company," said an M-G-M statement.

Decision on this program and general studio policy was outlined in meetings presided over by Nicholas M. Schenck, president of Loew's, Inc., and the studio executive board at conferences of East-West executives in Chicago recently.

Flanked by executives and producers who will have part in the program, Schary detailed to the trade press at a studio luncheon M-G-M's 40-picture schedule for the coming year.

Schary gave passing mention to the *Life* magazine article as he called the program, half of which goes in Technicolor, "our vote of confidence" in the industry's future and predicted a rich return to exhibitors and the company.

He said of the trade press, "sometimes they fight with us, and sometimes we fight with them, but when there is trouble outside we fight together."

At the present time, M-G-M studio manpower is at the highest level ever, both in numbers and experience, it was said.

Twenty-six pictures completed during the past fiscal year are still awaiting release.

The 53 pictures now in various stages of preparation at the Metro studio, from which at least 40 will go into production in the next 12 months, follow:

Because You're Mine, Technicolor musical, starring Mario Lanza and Doretta Morrow, directed by Alexander Hall, Joe Pasternak producing.
The Merry Widow, Technicolor musical, Lana Turner, Fernando Lamas, directed by Curtis Bernhardt, Pasternak producing.
The Invitation, Dorothy McGuire, Louis Calhern, directed by Gottfried Reinhardt, Lawrence Weingarten producing.
Scaramouche, Technicolor, Stewart Granger, Eleanor Parker, Mel Ferrer, Janet Leigh, directed by George Sidney, Carey Wilson producing.
Lovely to Look at, Technicolor musical, Kathryn Grayson, Red Skelton, Howard Keel, Marge, Gower Champion, Ann Miller, directed by Mervyn LeRoy, Jack Cummings producing.
Skirts Ahoy, Technicolor musical, Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, directed by Sidney Lanfield, Pasternak producing.
Bowery to Bellevue, June Allyson, directed by John Sturgess, Armand Deutsch producing.
Plymouth Adventure, starring Spencer Tracy, Van Johnson, directed by Clarence Brown, Dore Schary producing.
The Adventures of Huckleberry Finn, Technicolor musical, Danny Kaye, Gene Kelly, directed by Vincente Minnelli, Arthur Freed producing.
Peg O' My Heart, Technicolor musical starring Debbie Reynolds and Carleton Carpenter, to be directed by Leslie Kardos, with Pasternak producing.
Sometimes I Love You, Clark Gable, produced by Arthur Hornblow, Jr.
The Student Prince, Technicolor musical, Jane Powell, Ricardo Montalban, directed by Robert Z. Leonard, Pasternak producing.
Mr. Congressman, produced by Schary, directed by Robert Pirosh.
One Piece Bathing Suit, Technicolor musical, Esther Williams, produced by Hornblow, Jr., LeRoy directing.
Pat and Mike, Spencer Tracy, Katherine Hepburn, directed by George Cukor, Weingarten producing.
Give the Girl a Chance, Technicolor musical, Gene Kelly, produced by Cummings.
Beau Brummel, Technicolor, Stewart Granger, produced by Sam Zimbalist.
Jumbo, Technicolor musical, produced by Roger Edens.
The Man with a Record, James Stewart, directed by Richard Thorpe, produced by Deutsch.
Everything I Have Is Yours, Technicolor musical, Red Skelton, Vera-Ellen, produced by George Wells.
Years Ago, Spencer Tracy, Debbie Reynolds, directed by Cukor, Weingarten producing.
Three Love Stories, Pier Angeli, Leslie Caron, Fernando Lamas, produced by Sidney Franklin.
Brigadoon, Technicolor musical, Gene Kelly, Kathryn Grayson, produced by Freed.
Two If By Sea, Clark Gable, to be directed and produced by Brown.
Everybody Swims, Technicolor musical, Esther Williams, Debbie Reynolds, Fernando Lamas, Marjorie Main, directed by Charles Walter, Wells producing.
Interrupted Melody, Technicolor musical, produced by Cummings, written by Sonya Levien and William Ludwig.
Mexican Village, Technicolor, Ava Gardner, Fernando Lamas, Ricardo Montalban, Cyd Charisse, directed by Norman Foster, Cummings producing.
Technicolor musical starring Fred Astaire, produced by Freed.
Eagle on His Cap, Robert Taylor, produced and directed by Norman Panama and Melvin Frank.
The Railroad Story, written by Charles Palmer.
Ghost of a Chance, Technicolor musical, Gene Kelly, Vera-Ellen, produced by Pasternak.
Goodbye, Mr. Chips, Technicolor musical, produced by Franklin.
Eye Street, produced by Robert Thomsen,
The Girl Who Had Everything, Ava Gardner, produced by Deutsch.
Dream Wife, produced by Sidney Sheldon.
Young Bess, Technicolor, Jean Simmons, Stewart Granger, directed by Sidney, Franklin producing.
Romance of Henry Menafee, to be produced in England.
Magando, Clark Gable, produced by Zimbalist.
Fearless Fagin, Debbie Reynolds, Carleton Carpenter, directed by Franklin, produced by Edwin Knopf.
Letter from the President, Lana Turner, Ricardo Montalban, produced by Stephen Ames, William A. Wellman directing.
Young Man in a Hurry, Ruth Roman, Russell Nype, directed by Mitchell Leisen, produced by William H. Wright and Reinhardt.
The General Came Home, produced by John Houseman.
Naked Sky, produced by Wright.
Glory Alley, Vera-Ellen, Ralph Meeker, directed by Raoul Walsh, Nicholas Nayfack producing.
Autobahn, produced by Richard Goldstone.
Memorial to a Bad Man, produced by Houseman.
Sign of the Eagle, to be made in England, starring Peter Lawford and Dawn Addams, produced by Hayes Goetz.
Second Love, written by Arthur Sheekman.
Days Before Lent, produced by Houseman.
American Beauty, produced by Sheldon.
Death at Attention, produced by Goldstone.
Good Boy, produced by Knopf.
Flesh and the Devil, Ava Gardner, Ricardo Montalban, Fernando Lamas, directed and produced by Brown.

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Cash Dividends In Film Industry Drop off Slightly

WASHINGTON, Aug. 15. — Publicly-reported cash dividends by motion picture companies in June totaled $4,671,000, the Commerce Department reported today. This was a drop of only $202,000 from the June, 1950 figure of $4,873,000. May dividend payments amounted to $211,000.

Reason for the drop from last June's level, Commerce officials explained, was principally the reduction in dividend payments by Paramount Pictures Corp. from $1,324,000 in 1950 to $1,152,000 this June, a decline of $172,000. Slight declines of $11,000, $3,000 and $2,000 were registered by 20th Century-Fox, United Artists and Universal, respectively.

For the first six months of this year, motion picture corporation dividends reported to the Commerce Department totaled $15,065,000, off $1,503,000 from the $16,568,000 reported in the corresponding period a year ago. Of this amount, $670,000 represents the drop in Paramount Pictures Corp. payments resulting from the retirement of outstanding stock under the reorganization plan.

Steiner Not Consultant

Although it was admitted that conversations about the RKO Theatres stock situation had been held with Joseph Steiner, New York independent theatre executive, as it had with others, a spokesman for the downtown brokerage firm of David Greene said yesterday that Steiner had not been appointed a consultant to the Greene group in its efforts to organize a stockholders group of a size sufficient to command representation on the RKO Theatres board. Until yesterday neither Greene nor Steiner was available for comment.

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Review

"The Red Badge of Courage"

(Metro-Goldwyn-Mayer)

STEPHEN CRANE'S famous novel of the Civil War, "The Red Badge of Courage," has been brought to the screen by John Huston in an expert production. Huston directed and wrote the screenplay with the courage to steer clear of cliches. As a result the story is depicted with maturity and inner-integrity. Showmen can be assured that the picture will bring into the theatre the discriminating audiences that shop for their film fare.

The story is a unique study of a soldier's personality under fire. Audie Murphy plays the central role of the young Union fighter who loses his courage under the first blast from the enemy and deserts. In the role of a companion soldier who undergoes a similar experience is cartoonist Bill Mauldin. The excellence of their performances is indeed a credit to Huston's directorial guidance.

After his panicky flight a series of events happen to Murphy that produce a strange psychological change in him. He returns to his regiment unafraid, and goes into battle with compulsive fury. Thus he not only redeems his initial act of cowardice but becomes a hero looked upon with amazement and a little envy.

Isolated sketches of the various men in the outfit round out the story. In such secondary roles are John Dierkes, Royal Dano, and Andy Devine.

The mood and atmosphere of the era is reproduced with noteworthy fidelity. Throughout the film the action is highlighted by an offstage voice narrating short excerpts from the original.

A John Huston production, it was produced by Gottfried Reinhardt. Running time, 69 minutes. General audience classification. Release date, Aug. 15.

MANDEL HERBSTMAN

N.J. Allied Elects Martin

A. Louis Martin of the Majestic Theatre, Paterson, N. J., has been reelected treasurer of Allied of New Jersey. The organization recently reported in error that Haskell Block, secretary, was secretary-treasurer.

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20th Pay Cut Plan

(*Continued from page 1*)

right to participate equally with the stockholders in the profits of the company up to the point where their original salaries would be restored. The plan will remain in force two-and-a-half years from last July 1.

In a letter to those who joined in the plan, Skouras indicated that "you may consider your salary reduction and profit sharing waiver amended to include a provision that at the end of either of the first two periods you shall have the right by seven days prior written notice to the company by registered mail to terminate your salary reduction and profit sharing waiver agreement as to the future periods or period." The first period ends next Dec. 29, the second ends Dec. 27, 1952.

The letter continued: "Except as hereby expressly modified, all of the terms and conditions of your salary reduction and profit sharing waiver agreement are unchanged and shall remain in full force and effect."

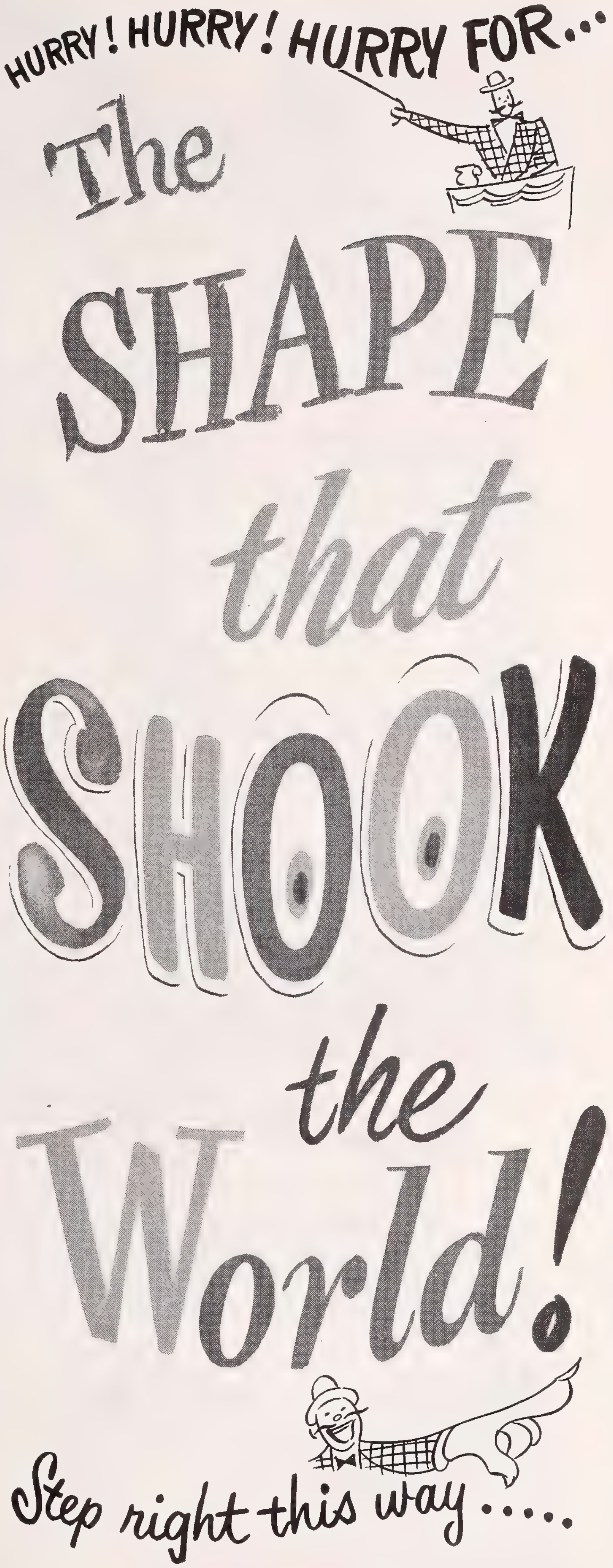
15 from 20th-Fox

(*Continued from page 1*)

Dietrich; "Anne of the Indies," Technicolor, Jean Peters, Louis Jourdan and Debra Paget; "Journey Into Light," produced by Joseph Bernhard and starring Sterling Hayden and Viveca Lindfors.

November: "Let's Make It Legal," Claudette Colbert, MacDonald Carey and Zachary Scott; "Love Nest," June Haver, William Lundigan and Frank Fay; "Kangaroo," Technicolor, Maureen O'Hara and Peter Lawford, and "Golden Girl," Technicolor, Mitzi Gaynor, Dale Robertson, Dennis Day and James Barton.

December: "Man of Two Worlds," Technicolor, Tyrone Power and Ann Blyth; "The Bridge," produced by Hugo Haas, who stars in the film; "Elopement," Clifton Webb, Ann Francis and William Lundigan, and "Decision Before Dawn" produced by Anatole Litvak and Frank McCarthy, starring Richard Basehart and Gary Merrill.



THE SCANDALOUS TALE OF THE SPECTACULAR GAL

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Universal International

Starring

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with **Nancy GUILD • Charles DRAKE**

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VOL. 70. NO. 34 NEW YORK, U. S. A., FRIDAY, AUGUST 17, 1951 TEN CENTS

Virtually All Theatres Set For 'Jubilee'

All Organizations Ready Except Southern Cal.

Every geographical and distribution area of the U. S., with the exception of Southern California, has reported to the Council of Motion Picture Organizations that organization work has been completed in preparation for the "Movietime U.S.A." box-office jubilee campaign which will get underway on Oct. 1, COMPO reported here yesterday.

Meanwhile, according to Robert W. Coyne, COMPO special counsel who is assisting Robert J. O'Donnell, national campaign director, in coordinating plans for the drive on local levels, three more dates have been added to the extensive itinerary set up for O'Donnell who has been conducting "kick-off" ceremonies in cities across the country.

Following such meetings among exhibitors in Minneapolis, Detroit, New York, New Haven, Boston, Indianapolis, Chicago, Denver, Dallas, Memphis, Atlanta, Jacksonville and New Orleans, O'Donnell will be in Albany, N. Y., on Sept. 5, in Pittsburgh,

(*Continued on page 3*)

DuVall Heads Group For Providing MPA Funds for 'Jubilee'

Machinery for providing and disbursing the funds needed to finance the national phases of the "Movietime U.S.A." campaign was set up yesterday under the supervision of a committee of Motion Picture Association of America member companies' comptrollers, headed by Fred W. DuVall, MPAA treasurer.

Asked whether the $650,000 which the MPAA companies had pledged to

(*Continued on page 2*)

Skouras to Discuss TV Installations

Charles P. Skouras, president of National Theatres, has arrived in New York for consultation with 20th Century-Fox officials, including company president Spyros P. Skouras, on prospects for installing the Swiss Eidophore system of theatre television in the circuit's houses. Twen-

(*Continued on page 2*)

20th Redeems All of Its Pfd. Stock at $11-Million

By CHARLES L. FRANKE

Twentieth Century-Fox has redeemed at a cost of $11,209,662 all of the company's outstanding cumulative prior preferred stock and cumulative convertible preferred stock, a home office spokesman revealed here yesterday.

The cumulative prior preferred totaled 69,557 shares, which were redeemed at $100 per share, plus accrued dividends. There were outstanding 120,645 shares of cumulative convertible, which were redeemed at $35 per share, plus accrued dividends.

Of the $11,209,662 redemption cost, $6,985,700 was charged to the capital account and $5,655 was credited to the surplus account in connection with the redemption of the cumulative prior preferred.

Charged to the surplus account in

(*Continued on page 6*)

$325,000 for Fight Via Theatres, Film

James Norris, president of the International Boxing Club, revealed that members of Theatre Network Television will pay a minimum of $25,000 for the exclusive television rights to the Sugar Ray Robinson-Randolph Turpin middleweight championship at the Polo Grounds on Sept. 12.

RKO Pictures, he said, has contracted for film rights to the fight for cash and a percentage which, he estimates, could return $300,000 to IBC.

The Sandy Sadler - Willie Pep world's featherweight championship fight at New York's Polo Grounds on Sept. 19 will be filmed by RKO Pathe for the Madison Square Garden Corp. and for distribution by RKO Radio.

Outlook Is Dimmer On Construction

Washington, Aug. 16.—The Naitonal Production Authority said today that it would give no allotments of controlled materials during the fourth quarter for non-essential construction. Since construction materials during the fourth quarter will be under stronger controls, this is about

(*Continued on page 2*)

Gates Is Named UK Head of Monogram

Bernard J. Gates will sail this week for London where he will make his headquarters as the new supervisor for the United Kingdom and Europe for Monogram International. Gates will keep his contacts with the company's offices in South America. Clifford Dickinson, Monogram's representative in England, will remain in London, and Ernest Wettstein will remain in Paris, with no change in their status.

William E. Osborne, assistant ex-

(*Continued on page 2*)

O'Dwyer Acts to Win Repeal Of 50% Mexican Quota Law

U. S. Ambassador William O'Dwyer is actively working in cooperation with the American Film Committee in Mexico in an attempt to get the Mexican government to abrogate the 50 per cent quota law which is scheduled to be enforced late this month.

This was reported here yesterday by Maurice (Red) Silverstein, Loew's Latin America sales supervisor. Silverstein, who said he could not imagine why the quota was established since native product is hardly at a loss for playing time, added that virtually the entire Mexican industry—producers, distributors, exhibitors and

(*Continued on page 6*)

MPIC to Propose Annual Seminar

Hollywood, Aug. 16.—A resolution advocating an annual exhibitor-producer seminar, to be held in the last week of July, was passed last night by the Motion Picture Industry Council, which will forward the proposal to the next board meeting of the Council of Motion Picture Organizations.

The resolution is in variance with one adopted at the recent seminar here

(*Continued on page 3*)

US-UK Pact Ratified By MPEA Board

O'Hara Cables Allport to Notify the British Gov't

Ratification of the new Anglo-American film agreement by the Motion Picture Export Association board came yesterday, two days following similar action by the Society of Independent Motion Picture Producers board on the Coast.

Joyce O'Hara, MPEA vice-president, yesterday cabled instructions to Fayette W. Allport, the Association's representative in London, to notify the British government that MPEA member companies have approved the terms of the agreement, the MPEA reported here.

MPEA officials indicated it was possible that formal signing of the pact would take place in New York early in October, with one or more British government officials coming here for the ceremonies.

The agreement, which will become effective on Oct. 1, and runs for two years, provides for continuation of the

(*Continued on page 6*)

Briskin-Lesser to Make Six 'A's' for UA Release in 1952

Hollywood, Aug. 16. — The new United Artists' management's first deal for multi-picture "A" productions has been closed with the newly-formed partnership of Samuel J. Briskin and Sol Lesser, in which Edward Small is expected to join.

Under the deal just set by Arthur B. Krim, U.A. president, the partnership will deliver a minimum of six "A" pictures for U.A. distribution

(*Continued on page 6*)

District Managers' Meet Hears Warner

Confidence in the industry's future and in Warner Brothers own future is demonstrated in the company's forthcoming product, Major Albert Warner, vice-president, told a meeting of district managers at the home office yesterday.

"The product we have lined up, I

(*Continued on page 6*)

Personal Mention

CHARLES SKOURAS and JOHN LAVERY of National Theatres are in New York from the Coast.

•

ROBERT WEITMAN, vice-president of United Paramount Theatres, will celebrate a birthday on Saturday.

•

JOAN BURIAN, secretary to GAEL SULLIVAN, executive director of the Theatre Owners of America, yesterday disclosed her engagement to ROBERT F. FINNEGAN of Boston.

•

JOSEPH M. SCHENCK has arrived in New York from Hollywood.

•

HOWARD DIETZ, M-G-M vice-president and director of publicity, advertising and exploitation, will arrive here today from Culver City.

•

RICHARD WALSH, IATSE president, addressed a meeting of New England delegates in Boston yesterday.

Naify Produces '32 Pact at Deposition

SAN FRANCISCO, Aug. 16. — The Goldwin case deposition proceedings today consisted of Michael Naify president of Golden State and T. and D. Junior Enterprises, producing the original 1932 contract with Eugene Emmick and R. A. McNeil under terms of which Golden State and T. and D. joined forces.

The afternoon session heard testimony from Roy Cooper and was devoted to establishing so-called competition between Fox West Coast theatres and Naify houses located in the same towns.

Rivoli, Roxy Second Days Top the First

Second-day gross yesterday of "David and Bathsheba" at the Rivoli Theatre here was running $871 over the opening day figure up to early evening. Opening day wound up with $10,278, despite heavy rains at the height of the theatre hour Wednesday night.

The Roxy, with Milton Berle and Dagmar on stage and 20th-Fox's "Meet Me after the Show" on the screen, also was running ahead of opening day business at an early evening hour yesterday. First day's gross was a big $20,000. Indications were that the second day would ring up $21,000.

Gates Named

(*Continued from page 1*)

port manager, will leave shortly for Japan, Hongkong, Manila, Australia, New Zealand, Singapore, Djakarta, Bombay and other Far Eastern territories, to complete a round-the-world trip before returning some time next year.

William Satori, who has been Continental European supervisor for some time, is returning to New York for a home office assignment.

Zwillman an Investor in Two Films Made by Skirball, Released by U.A.

Washington, Aug. 16.—A tie-up of big-league bootlegger Abner (Longie) Zwillman with the backing of two independent film productions was disclosed here today during hearings of the Senate Crime Investigating Committee.

Zwillman, identified as one of the top men in a big bootlegging syndicate, invested through trustees in two independent production companies which produced "It's in the Bag," with Fred Allen, and "Guest Wife," with Claudette Colbert and Don Ameche, the committee was told. Jack Skirball produced both pictures and United Artists released them six years ago.

Jules Endler, Arlington, New Jersey, restaurant operator, and one of Zwillman's "front men," testified that the bootlegger biggie had a six per cent interest in Manhattan Productions, producers of the Allen vehicle, but the interest was held in trust by Arthur Garfield Hays, prominent New York attorney, who represented Zwillman.

Endler said he himself was Zwillman's trustee in Greentree Productions, makers of "Guest Wife," but none of the other investors were aware that Zwillman was one of them.

2 KC Theatres File Anti-Trust Actions

KANSAS CITY, Aug. 16.—Two anti-trust suits have been filed in the U.S. District Court here against 10 companies and circuits.

The plaintiffs are Nathan Zoglin, operator of the Ritz Theater, and Harold G. Linfield and Lester H. Silverman, operators of the Colonial Theater.

The defendants are 20th Century-Fox, National Theaters, Fox-Midwest Theaters and its president, Elmer C. Rhoden, Loew's, Paramount Pictures, R. K. O. Pictures, Warner Brothers, United Artists, Columbia and Universal.

Zoglin alleged that a conspiracy by the defendants to restrain and monopolize trade caused $250,000 damages. The operators of the Colonial theater seek $100,000.

'Hoffman' Roadshow Gets 22 Key Dates

"Tales of Hoffman," distributed here by Lopert Films, has been booked as a roadshow in 22 cities in September and October, it was announced here by Sidney G. Deneau, vice-president and general manager. The cities are: Albany, Atlanta, Rochester, Cincinnati, Cleveland, Detroit, Kansas City. Minneapolis, New Orleans Pittsburgh, Memphis, San Antonio, Houston, Fort Worth, Columbus, Dayton, Syracuse, Omaha, Milwaukee, Salt Lake City, Portland and St. Louis.

Outlook Dimmer

(*Continued from page 1*)

equal to closing the door entirely on film theatre building.

NPA re-emphasized that, in granting permission to build and in allotting materials, relative essentiality of projects would be considered. Amusement construction is not even on the list which compares priority ratings.

Even film theatre construction already under way may be hampered unless the builder has the materials available to complete the project.

Optimism Pervades Hollywood: Broidy

A feeling that the film industry is heading for an upsurge in business is permeating Hollywood, and production is being jelled to this mood, naturally, William F. Broidy, independent producer, declared here yesterday.

Broidy, who has just completed a tour of key cities, said the same feeling is being felt by exhibitors and distributors. He declared they feel that they will have to work a little harder and a lot closer than in the past.

Broidy made the tour in connection with his television series, titled "Wild Bill Hickok."

His production schedule for Monogram for the next 12 months calls for seven features. He will return to Hollywood today and will start production Aug. 25 on "Escape to Freedom," with Roddy McDowall. Scheduled for next month is "Disaster Canyon," in color.

Broidy recently acquired a 20 year lease on Hollywood's Sunset Studio.

Skouras Discusses

(*Continued from page 1*)

tieth-Fox has contracted for the system.

While in New York, the National Theatres president is expected to confer also with Gael Sullivan, Theatre Owners of America executive director, with respect to Fox West Coast's expressed intention to withdraw from the Southern California Theatre Owners Association, a TOA affiliate, and its possible continuance in the national organization.

Meanwhile, although Southern California, where FWC exercises considerable influence, is not yet organized for participation in the Council of Motion Picture Organization fall "Movietime U.S.A." drive, the circuit has under consideration a fall box-office campaign of its own.

Louis Jouvet, 63

Louis Jouvet, 63, one of France's most prominent stage and screen actors, died last night in his Paris theatre office, according to press dispatches reaching here.

DuVall

(*Continued from page 1*)

the drive would be expended through COMPO, DuVall replied in the affirmative.

This and other preparations for the jubilee campaign were reviewed and discussed before the MPAA board summoned yesterday by Joyce O'Hara, MPAA vice-president, to a meeting at the Paramount Pictures board room. Present also were Robert J. O'Donnell, national director of the Jubilee campaign, who gave a progress report on the rapidly-maturing projects of the program, and the distributors' sales managers, advertising-publicity directors and other COMPO executives.

Uruguay to Honor Festival Helpers

WASHINGTON, Aug. 16.—The Uruguayan government awarded gold medals to several film company executives today in recognition of their participation in that country's Film Festival last February. Actors and actresses who took part in Festival will be given silver medals at a date to be designated later.

Those awarded the gold medals are: Eric Johnston, John McCarthy, Spyros Skouras, Hal Wallis, Arthur Loew, Howard Hughes, Philip Reisman, Jack Warner, Joseph McConnville, Arthur Krim, David Selznick, Walt Disney and Alfred Daff.

Silver medals are to go to: Joan Fontaine, Evelyn Keyes, Lizabeth Scott, Florence Marley, June Haver, Patricia Neal, Ricardo Montalban, John Derek and Wendell Corey.

'P.A.'s' for Marshall

Marion Marshall, lead in the Dean Martin-Jerry Lewis film, "That's My Boy," will make personal appearance tours of Kingston and Saratoga, New York, in connection with the opening of the Hal Wallis-Paramount film at the Walter Reade theatres in those cities. She will be in Saratoga on Saturday and Sunday, and in Kingston on Wednesday.

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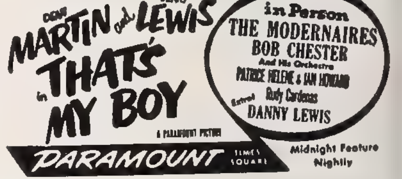

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Appoint Boston Committees For Fall 'Jubilee' Drive

BOSTON, Aug. 16.—Martin J. Mullin, Samuel Pinanski, Nathan Yamins and Edward X. Callahan, co-chairmen of "Movietime, New England, U.S.A.", in the Boston exchange area, today appointed the following committees to serve with them on the campaign:

The finance committee will consist of E. Harold Stoneman, chairman; Arthur Lockwood, treasurer, and Theodore Fleisher, assistant treasurer. State chairmen for Eastern Massachusetts are Norman Glassman and Charles E. Kurtzman. For the Western part, Sam Goldstein and Andrew Setti, co-chairmen. C. I. Russell, chairman for Maine, Ed. Fahey, chairman for New Hampshire, Andrew Tegu, chairman for Vermont, Ed Fay, and Meyer Stanzler, co-chairmen for Rhode Island. The distribution chairman for the Boston area is Edward Callahan.

MPIC to Propose

(Continued from page 1)

which called for a year-round seminar with a group of exhibitors and producers meeting on the Coast every few months.

Meanwhile, Allen Rivkin has succeeded B. B. Kahane as MPIC chairman for a six month term under the organization's rotating executive system. Last night's meeting also adopted a resolution commemorating William Randolph Hearst as a friend of the industry.

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ONLY 19 WEEKS TO XMAS...
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Mainliner Stratocruiser
TO HAWAII!
JUST 24 HRS.
Fly the finest of all Stratocruisers direct to Hawaii from Los Angeles or San Francisco. Fast convenient connecting DC-6s from New York.
UNITED AIR LINES

Review

"People Will Talk"

(20th Century-Fox)

Hollywood, Aug. 16

PRODUCER DARRYL F. ZANUCK and writer-director Joseph L. Mankiewicz, two of the ablest craftsmen serving the art-industry, have given full play to their professional talents in Americanizing, with the names of Cary Grant and Jeanne Crain as marquee insurance, a German play and picture entitled "Dr. Praetorius". The Zanuck-Mankiewicz translation is a superlatively sophisticated treatment, splendidly mounted, adroitly written, glibly played by excellent actors, meticulously directed, and humor—occasionally the candidly clinical kind indulged in by doctors—is kept front-and-center throughout. The basic story is strictly adult. An assortment of moral delinquencies are passed over casually.

The main story line (there are two stories, laced together) concerns a Dr. Praetorius, played by Grant, who has come to a lofty position in his profession by a curious route. To his professional attention comes a young woman of excellent social background who, it turns out, has become pregnant in consequence of a quick and unlegalized romance with an enlistee now dead. When she leaves his office, after learning her condition, she attempts suicide on the premises, unsuccessfully. He treats her slight wound and advises that she tell her father of her affair and its consequence. But she says no to this and he, eventually, sets out to do the telling for her. But when he meets the father, a pleasant pauper living on a landed brother's largess, he can't bring himself to tell him the facts. Having fallen in love with the girl, he marries her instead, managing all this by telling her there's been a mistake about the pregnancy tests. Several weeks after their wedding the girl confides in her husband that she again believes she is pregnant, this time with him as the responsible male. He informs her she is, indeed, but on the original ground, and that he lied to her about there having been a mistake in the diagnosis. After considerable conversation, much of it of a markedly intimate kind, he soothes her feelings and it appears everything is going to be okay henceforth.

The secondary story pertains to a male companion whom Dr. Praetorius has maintained in an undefined personal capacity since student days. When an envious fellow-medico digs up evidence that the companion is a twice-convicted and supposedly executed murderer, Dr. Praetorius is questioned by a board of his professional peers, to whom he instructs his mysterious companion to tell his story. It comes out that years ago Dr. Praetorius, needing a cadaver for study purposes, filched the companion's body from the executioner's gallows and, on finding life still present, resuscitated the man and, feeling an obligation to him decided to take care of him for the rest of his life.

The unique story materials roughed out above are dealt with slowly, smoothly, lightly, blandly, and, more often than not, in ironic tones, by Mankiewicz, who finds time and place in his script for various observations on the manner in which hospitals are operated, the present legislative processes by which a farmer is sometimes paid for not raising a certain crop, and the practices and policies of the American medical profession at large.

The cast also includes Hume Cronyn, as a hospital board member made to seem despicable because he unearths the hero's dubious ethical past, Walter Slezak as a fellow doctor expert in playing the violin-cello, Sidney Blackmer as the errant girl's philosophical parent, and Katherine Locke, Will Wright, Margaret Hamilton, Esther Somers, Carleton Young, Larry Dobkin, Ray Montgomery and a dozen other capable performers.

Running time, 110 minutes. Adult audience classification. For September release.

WILLIAM R. WEAVER

'THE GUEST' 1ST OF 20TH-FOX'S RELIGIOUS SERIES, IMPRESSES

"The Guest," a 31½-minute featurette with a religious message, was screened here yesterday for the trade press by 20th Century-Fox. The film is the first of the special religious subjects which Spyros P. Skouras, president of the company, announced it was planning about a year ago.

The story centers around a cobbler who dreams the Lord has spoken to him and will visit him on the following day. Since the death of his family, the cobbler has become a skeptic, but the voice kindles a religious flame in him. During the day he helps several persons in distress, but when there is no visitation, he grows depressed and becomes the butt of neighbors' scoffings. At the point of deepest gloom he is informed by the community's spiritual leader of Chapter 25 of Matthew:

"For I was hungry and ye gave me to eat; I was thirsty and ye gave me to drink; a stranger and naked and ye clothed me; verily I say unto you, inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me."

Through his deeds the cobbler has been visited by the Lord.

David Wolfe plays the cobbler; Warner Anderson, the Reverend; and Ludwig, Donath, one of several neighbors. Based on a story by Leo Tolstoy, the film is moving and impressive, for its type. Produced by John Adams and John Healy and was directed by Harve Foster from Eugene Ling's screenplay.

M.H.

Conn. Fire Rates Cut

HARTFORD, Aug. 16.—Theatre fire insurance premium rates in Connecticut were reduced 10 per cent, effective Aug. 13, following study and recommendation by the New England Fire Insurance Rating Association and the State Insurance Dep't.

'Jubilee'

(*Continued from page* 1)

on Sept. 7 and in Buffalo on Sept. 10, Coyne said.

Although the Southern California area is not equipped with a jubilee committee and therefore is not yet organized as a unit for the drive, individual circuits in the territory have committed their support to the COMPO campaign. These include theatres owned and operated by Sherrill Corwin and the circuit headed by Burton Jones of San Diego, according to COMPO.

COMPO Pressbooks

The organized areas are impatient for COMPO pressbooks and other material designed to guide their planning for the campaign, Coyne said. However, he added, two more weeks will be required for printing and shipping of the material. Meanwhile, COMPO headquarters here is doing its best to supply information and guidance, Coyne said.

Industry in Albany Area To Meet Monday on Drive

ALBANY, N. Y., Aug. 16.—A meeting will be held at 20th Century-Fox's screening room here Monday morning to make preliminary arrangements for the Albany exchange district's participation in "Movietime USA." A larger meeting, for all local industry employes and their families will take place in Warner's Delaware Theatre on Sept. 7. Robert J. O'Donnell or Arthur L. Mayer will speak.

Harry Lamont, head of Lamont Theatres, has been named exhibitor chairman; Jack Goldberg, Metro manager, is distributor chairman, and Charles A. Smakwitz and Saul J. Ullman will be co-chairmen for Albany. Larry Cowen will have charge in Troy; Guy A. Graves in Schenectady and Andrew Roy in Utica.

Enthusiasm for the promotion, which will include the visit of a Hollywood star and producer to Governor Dewey here on Oct. 1, the opening day, is high in this district. All circuits have pledged cooperation, and independents will assist.

Gulf States Group Votes 100% for Promotion Drive

NEW ORLEANS, Aug. 16. — Allied of the Gulf States' directors at their regular summer meeting, held yesterday at Biloxi, Miss., voted unanimously to back the "Movietime U. S. A." promotional campaign in the fall, reports Abe Berenson, vice-president of the Gulf States organization, and a director of national Allied.

An all-industry meeting here to organize the local machinery has been set for Aug. 30, with Robert J. O'Donnell of Dallas, national campaign director, presiding.

Eric Johnston Plans A European Tour

WASHINGTON, Aug. 16. — Eric Johnston, Economic Stabilization Administrator, plans to leave in about 10 days on a tour of Britain, France, Germany and the Scandinavian countries to observe the economic aspects of their rearmament programs. He may resign his government post shortly after he returns to resume the active presidency of the Motion Picture Association of America.

MARINE AIR-DEVILS IN HOT PURSUIT

HOWARD HUGHES *presents*

JOHN WAYNE

"**YOU** haven't got the guts to point your finger at a guy and say: ***Go get killed!***"

in **FLYIN**

JOAN: "When he comes home . . . I forget he's a soldier . . . I just remember he's my man!"

BARES THE HEARTS OF THE WOMEN WHO WAIT!

NORA: "I'm glad I'm going to have a baby . . . whatever happens I'll have something to live for!"

ANNABELLE: "The boys need cheering up . . . so I cheer 'em . . . it's only patriotic!"

RKO RADIO PICTURES

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BLOOD-RED TRAILS STREAK THE SKY!

RGIA:
's so little
ogether . . .
got to
very
count!"

JEANNE: "People are talking . . . but can I help it? He's away . . . and I'm lonesome!"

LOIS: "When wounded kids grin . . . it gets you down . . . but it keeps you going, too!"

BIG 4-COLOR NATIONAL ADS!

Sensational full-color two-page spreads in LIFE, LOOK and the AMERICAN WEEKLY Sunday Supplement in 23 big-city newspapers! . . . Action color pages in SATURDAY EVENING POST, COLLIER'S and THIS WEEK Sunday Supplement in 28 metropolitan newspapers! Selling *for you* to a total of 35,366,332 CIRCULATION!

LLIAM HARRIGAN • Directed by NICHOLAS RAY • Screenplay by JAMES EDWARD GRANT

6 'A's' for UA

(*Continued from page* 1)

next year. Work on the first is scheduled to be started in October.

Aubrey Schenck has been engaged as a producer for the partnership and arrangements are being made with other producers. Specific projects will be ready for announcement soon, it was stated.

The new U.A. management announced at its inception several months ago that its goal for 1952 would be a release schedule of predominantly "A" pictures, designed to return the company to its original policy of specializing in top quality product. Krim defined the minimum goal as two "A" releases monthly for the year. Previously lined up were "African Queen," starring Katharine Hepburn; Stanley Kramer's "High Noon," his last for U.A. under his existing contract, and the Bette Davis-Gary Merrill starrer, "Another Man's Poison," a Douglas Fairbanks, Jr.-Daniel Angel production. The newest deal now gives U.A. nine of the 24 "A's" it seeks for next year.

20th Redeems Pfd.

(*Continued from page* 1)

connection with the redemption of the cumulative convertible preferred was $4,229,617.

A certificate of retirement reflecting the redemption is due to be filed with the Office of the Secretary of State at Albany.

14 'Horror' Films Shown in A Week

Minneapolis, Aug. 16.—The Minneapolis RKO Pantages is currently showing a double feature of horror films, with a daily change for seven days. In another deluxe first-run switch, the Tower in St. Paul will follow the same booking next.

O'Dwyer Acts

(*Continued from page* 1)

labor unions—is also attempting to get the law repealed.

Silverstein, who will return to his Mexico City headquarters early next week following a week's visit here, said that U. S. films have been averaging about 50 per cent playing time in Mexico, and that the new quota would cut that figure considerably. The present situation, he explained, is that most theatres there play 100 per cent native product while others play 50 to 80 per cent American product. Hence, those now playing 80 per cent soon will be cut to 50 per cent. Silverstein said U. S. distributors stand to lose much revenue in consequence.

Silverstein predicted that Argentina will have television by the end of this year. It will be under government control, he said.

He reported also that Loew's has taken the unique step of acquiring a Mexican-made film for release throughout South America.

Mexican Theatres To Be Advanced $34-Millions

MEXICO CITY, Aug. 16.—Independent exhibition throughout Mexico is to be advanced and improved by a new organization, Impulsora de Cines Independientes, which Gen. Abelardo L. Rodriguez, ex-President of Mexico and head of the Credito Cinematografico Mexicano, semi-official film financer ,and a syndicate of independent exhibitors are organizing. Impulsora will build, lease or run cooperatively theatres in all communities that lack films or where film fare is scarce, thereby assuring the fullest exhibition in Mexico of Mexican motion pictures, greatly benefitting Mexican producers by affording them wider exhibition.

Gen. Rodriguez said Impulsora plans a $34,600,000 investment. It will be backed by Credito, Financiadora Nacoinal Cinematografica, a film-financing company, and the General's own bank, Division Bancario Rodriguez.

Para. Publication Off to Branches

The third edition of Paramount's intra-company publication, titled "Merchandising," is currently being distributed to its branches throughout the country.

A. W. Schwalberg, president of Paramount Film Distributing Corp., fostered the idea.

US-UK Pact

(*Continued from page* 1)

basic remittance of $17,000,000 annually out of U. S. companies' earnings in the United Kingdom; a remittable increase from 23 per cent to 33½ per cent of the amount expended by American companies on film production in Britain, and additional monies based on whatever sums accrue to American film interests under the new Eady Tax Plan, with a minimum guarantee of $4,000,000 annually.

Hear Warner

(*Continued from page* 1)

can assure you, is the result of realistic thinking and the type needed by the industry these days," he said. "This company will continue to have a good future because we have geared our operation to the times."

Announcement of the promotion of Joseph W. Baringhaus from salesman to manager of Warner's Detroit exchange was made by Ben Kalmenson, distribution vice-president. Baringhaus succeeds Don Woods, deceased. The new appointee has been associated with Warner for 22 years.

The district managers' meeting will be concluded today.

Trans-Lux Goes 1st-Run

"The Wooden Horse" will inaugurate the Trans-Lux 72nd Street Theatre's new first run policy with its American premiere on Aug. 28.

WHERE THERE'S LIFE THERE'S HOPE

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Great credit is due these men—their imagination and their skill in the use of modern equipment and materials.

The Eastman Kodak Company is proud of the part it has been able to play. Through the Eastman Technical Service for Motion Picture Film, it helps studios in the selection, exposure, and processing of black-and-white and color film; helps laboratories in setting up control systems and to establish new standards of quality and economy; helps exchanges and exhibitors—always making sure that each foot of film produces optimum results, gets its best showing.

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AND IN PLAYDATE
AFTER PLAYDATE
ZOOMING
BOXOFFICE RETURNS
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HE RAN ALL THE WAY

A ROBERTS PRODUCTION

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"HE RAN ALL THE WAY" They're running all the way to get it thru **UA!**

with WALLACE FORD • SELENA ROYLE and Bobby Hyatt
Based on a novel by Sam Ross • Screenplay by Guy Endore
and Hugo Butler • Directed by John Berry • Produced by
Bob Roberts • Released through United Artists

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Accurate Concise and Impartial

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Court Rejects Suit vs. L. A. Clearances

Holds 'No Conspiracy' Against F.&M.'s Baldwin

Los Angeles, Aug. 19.—Federal Judge Leon R. Yankwich on Friday handed down a 28-page opinion dismissing the anti-trust complaint filed by Harry Arthur's Fanchon & Marco against National Theatres, Fox West Coast Theatres and major distributors, which charged conspiracy to deny his Baldwin Hill Theatre a first-run classification.

The court held there had been no conspiracy on the part of the defendants against the Baldwin Hill, a 21-day house. Trial of the case was begun last June and consumed 28 days.

The F. & M. complaint, which sought $300,000 damages, and an injunction to force a different clearance for the Baldwin Hill, charged that the denial of a first-run to the theatre was a violation of the 1946 anti-trust decree and represented discrimination against the plaintiff.

In his lengthy opinion holding that "clearances have not been outlawed by any court" and that "only unreasonable clearances are illegal," Judge Yankwich found that the "system of runs and clearances as it functions now in the Los Angeles area is, in

(Continued on page 3)

Delay Ruling on 'Essential' Brief

Washington, Aug. 19.—The joint Commerce-Labor Committee on "essential" activities will take no action on the brief filed by the Council of Motion Picture Organizations requesting inclusion of the film industry on the list of essential activities until committee officials confer personally with COMPO officials.

Dr. Alton Porter, who heads the

(Continued on page 3)

Myers Sees Greater TV Threat to 'Life'

Washington, Aug. 19. — Motion pictures have much less to fear from television than have magazines on the order of *Life,* Allied general counsel Abram F. Myers told his members in a special bulletin released over the weekend.

Myers severely criticized Life for

(Continued on page 3)

New Record of 20 Houses Set for Pep-Saddler Bout

Twenty or more theatres, the largest number yet to be inter-connected for an exclusive large-screen telecast, will present over their television installations simultaneously on Sept. 26 the Willie Pep vs. Sandy Saddler featherweight championship bout as it is fought that evening at the Polo Grounds in New York, the International Boxing Club disclosed here on Friday.

The deal, as well as the one for the Robinson-Turpin fight for the middleweight championship at the Polo Grounds on Sept. 12, was with Theatre Network Television. As in the case of the Robinson-Turpin bout, no New York City theatres will be in on the inter-connection for the Pep-Saddler contest. However, in addition to the basic theatres and cities in previous fight telecast tie-ups, the latter fight will be presented on large-screen TV by theatres in St. Louis, Detroit and Minneapolis.

U. A. Acquires Two RenownProductions

With New York film investor Eliot Hyman making the necessary guarantees to the producer, a deal was concluded here at the weekend between George Minter, managing director of Renown Pictures International of Britain, and United Artists, giving the latter Western Hemisphere distribution rights to "Tom Brown's Schooldays" and "A Christmas Carol," recent Minter British productions.

Here for five days to complete negotiations started by Richard Gordon, president of Renown Pictures of America, Minter reported prior to his return to England on Friday that "Tom Brown" prints will arrive to-

(Continued on page 2)

BOOK 'MOVIETIME' FOR A YEAR'S RUN

Schwalberg Asks Field Forces to Aid 'Movietime'

The sales forces of all distributing companies participating in the "Movietime U.S.A." drive will receive instructions today to give their fullest cooperation to the all-industry promotion campaign.

According to a letter drafted by A. W. Schwalberg, chairman of the Motion Picture Association of America distribution committee, and sent to all sales managers Friday for relay to their field exchanges, all branch managers will be instructed to have their office personnel attend the Movietime organizational meetings in their cities and also to assign their salesmen to enlist the cooperation of exhibitors in drive activities. This last assignment is an extension of the practice set up for the Texas campaign, where salesmen are giving up time to tour the state in behalf of the campaign, it was explained.

20th-Fox One-Reeler Gratis for 'Jubilee'

Twentieth Century-Fox will produce a one-reel short subject entitled "The Magic Eye" which will be offered gratis to exhibitors across the country in their box-office building "Movietime U.S.A." drive.

Presented as a salute to the exhibitors of America, prints of the film will be in every 20th Century exchange starting Sept. 30. It presents highlights of nine 20th-Fox productions.

'Jubilee' Personal Appearance Tours To Start Oct. 8 Instead of Oct. 1

Because of a conflict with the date for the annual Governors' Conference, Hollywood's personalities taking part in the "Movietime U.S.A." personal appearance tours will visit the 48 state capitals on Oct. 8 instead of Oct. 1, it was announced on Friday by Robert J. O'Donnell, national "Movietime" campaign director.

As a result of this change, O'Donnell added, the campaign's newspaper advertising will be published on Oct. 1, or whatever days close to this date are chosen by exchange area committeemen as most suitable for local purposes. He said there would be no change in the time of the national broadcast, which, it is hoped, will be held on Sept. 24. A committee headed by Charles Einfeld is negotiating to obtain that date with one of the major networks.

Product Prospects Bring Compo Drive Extension; Exposition Tour Planned

The Council of Motion Picture Organizations' "Movietime U.S.A." box-office promotion drive will be in force for an entire year starting Oct. 1 rather than for only this October and November, the original time allotment, COMPO announced here at the weekend.

"The reason for this extension is that we do not want people to get the impression that this is merely a shot-in-the-arm promotion effort, with our best pictures bunched for a temporary effect," was the explanation given by Robert J. O'Donnell in the COMPO announcement. O'Donnell was in Washington at the weekend.

O'Donnell stated that plans are underway for the staging of several special events during the winter and spring to give further impetus to the campaign. Notable among these, he reminded, is a mammoth motion picture exposition which will be held at the Grand Central Palace in New York late in March. Space in the Grand Central Palace already has been leased under arrangements ini-

(Continued on page 3)

W.B. Stock Tenders May Total 1,100,000

Warner Brothers accountants on Friday began checking stock tenders offered up to the deadline last Thursday night, with indications that the $15,000,000 allocated by the company for purchase of its stock will be sufficient to retire in excess of 1,100,000 shares.

The stock closed last Thursday at 14⅛, after ranging between 13½ and

(Continued on page 2)

'Collarites' Hand WB 16% Wage Boost Bid

Warner home office officials were studying at the weekend proposals for a 16 per cent wage increase for "white collarites" submitted by IATSE Motion Picture Home Office Employes Local No. H-63.

The local meanwhile continued on Friday the "strike-less" picketing of

(Continued on page 3)

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, left Hollywood for New York by plane at the weekend.

•

MARTHA GILL ROGOW, Universal-International executive receptionist at the home office, left here at the weekend for a two-week Florida vacation.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is due in New York from Atlanta on Wednesday.

•

LEAH LOEB of the advertising department of 20th Century-Fox, celebrates her birthday today.

•

JULIAN LESSER, of Sol Lesser Productions, left here for London at the weekend.

Cooper Deposition

SAN FRANCISCO, Aug. 19.—Roy Cooper, chief film buyer for the Naify Circuit, in his deposition Friday said he believed that the system of runs and clearances in San Francisco is unreasonable and discriminatory against his subsequent run houses. His was the last deposition in the Samuel Goldwyn anti-trust action against National Theatres and other defendants which will be taken here until some time in December.

Elect Clark, Bland

CHICAGO, Aug. 19.—Jack Kirsch, president of Illinois Allied, announced here that Jack Clark of the Tiffin Theatre and Leonard Bland, Oak Enterprises, Chicago, have been elected to the Allied board of directors at a directors' meeting.

Suspend Theatre License

BOSTON, Aug. 19.—The license of the Casino Theatre here was suspended for three days after a hearing before the City Board of Censors on charges of presenting immoral shows and allowing minors to attend. The theatre was warned that further infractions of the law pertaining to indecent performances would result in revocation of the license.

Gandhi Film Series

At least four 20-minute short subjects and one feature on the philosophy, ideals and life of Mahatma Gandhi will be made from newsreel clips of the late Indian leader. This was disclosed by Devada Gandhi, son of the Mahatma.

$14,819 for 'Flying'

CHICAGO, Aug. 19. — RKO Pictures' "Flying Leathernecks" has turned out to be the best grossing RKO release in its first three days to play the Woods Theatre here since "Best Years of Our Lives," grossing a total of $14,819 in the period.

Broder Will Produce Ten Films Annually

HOLLYWOOD, Aug. 19.—Jack Broder will produce 10 features annually for release through his Realart Pictures, financing production 100 per cent with his own capital resources.

Jack Broder

Broder, president of Realart and of Jack Broder Productions, Inc., working at the Samuel Goldwyn Studios here, has just completed three productions for the independent market, including "The Baseball Fix," "Two-Dollar Bettor" and "Bride of the Gorilla." He has started shooting a fourth, entitled, "The Bushwacker," starring John Ireland and Lloyd Bridges.

Illinois Allied Air Show A Success

CHICAGO, Aug. 19. — Heavy telephone response to the "Mystery Guest" quiz has forced a switch in format on the Allied of Illinois "Movies for Millions" box-office promotional radio program featuring Sam Lesner, Chicago *Daily News* film critic and disc-jockey Myron Barg.

To satisfy the great number of listeners who were unable to reach the studio by telephone, the quiz has been changed to allow the radio audience to send their answers in by mail with only letters post-marked before midnight of the day of the broadcast qualifying to receive two tickets to an Allied theatre.

Although the switch was made only a week ago, thousands of letters and cards already have come in, with the volume of mail growing larger daily, Allied reports. The program is aired over radio station WCFL, Monday through Friday, from 1:00 to 1:30 P.M.

U.A. Acquires Two

(*Continued from page 1*)

day from London, with "Christmas Carol" prints to follow at the end of the week.

Both films, he said, represent a negative cost of $1,500,000, and were made entirely with British funds. He expected that other pictures on Renown's British schedule, such as "The Pickwick Papers" and "Vampire Over London," would be partly financed by American investors.

The Festival of Britain has hurt theatre business in that country, but not too seriously since grosses are off only 10-20 per cent, which is normal for the summer, Minter said. British producers, he said, are enthusiastically behind the Eady Tax Plan for financing production, but probably will make no more than the usual 60 pictures this year notwithstanding, he said.

NEWS in Brief . . .

INDUSTRY participation in the celebration of United Nations Day on Oct. 24, was discussed Friday at a meeting of the Motion Picture Association of America's UN committee with Melvin Fox, executive director of the National Citizens' Committee for UN Day.

•

Perth Amboy, N. J., Aug. 19.—The David Snaper Enterprises' newly-acquired and refurbished Royal Theatre here will open Thursday with "The Great Caruso." The house replaces Snaper's Amboy Theatre at South Amboy, which was destroyed by fire some months ago.

•

A sales meeting will be held here Aug. 27 of Eastern and Midwestern representatives of Snader Productions, it is announced by Oliver A. Unger, national sales director.

Twin-purpose of the conference is to set policy and to screen the 10 British films which the company plans to release within the next five months. A similar conference will be held Sept. 10 for Western and Southwestern representatives in Hollywood. Attending the New York meeting will be Abe Teitel, Chicago; Albert Dezell, Detroit; Charles Rich, Cleveland; Sam Wheeler, Washington; Leonard Mintz, Philadelphia; Jack Myers, Boston.

•

Arthur Butler Graham, 72, well-known lawyer who had frequently represented film companies, died of a fall from his 14th floor downtown offices at the weekend. The widow, Mrs. Linda Fraissinet Graham, told police that he had been subject to dizzy spells.

•

WASHINGTON, Aug. 19.—The National Collegiate Athletic Association plan to limit the number of football games which can be televised by member colleges was termed an anti-trust violation by the Fair Television Practices Committee, the FTPC revealed.

The committee made public a letter of protest which it had written Attorney General Howard McGrath in which it called for an investigation of the plan to telecast a single game each week over one network under the sponsorship of a single advertiser.

•

WASHINGTON, Aug. 19.—Plans reported in "recent trade paper stories" (not in MOTION PICTURE DAILY) indicating that some companies are considering the elimination of exchanges in favor of a few sales executives at strategic points to handle circuit deals were bitterly assailed over the weekend by Abram F. Myers, Allied general counsel.

In a special bulletin, Myers expressed dissatisfaction with "the cracks about small accounts, how unprofitable they are to handle, and how 75 per cent of any distributor's income is derived from 110 accounts representing 3,500 to 4,000 houses."

Newsreel Parade

PRESIDENT TRUMAN'S dedication of the American Legion Building and Korean news are current newsreel highlights. Other items include a bomber plane crash and sports. Complete contents follow:

MOVIETONE NEWS, No. 67—Drew Pearson balloons over Czechoslovakia. Washington: Truman dedicates American Legion Building. Korea truce talks continue. Seattle: B-50 crashes into building. Admiral Fechtler new Navy chief. Helicopter over the Rockies. Rapids race. Juggler.

NEWS OF THE DAY, No. 301—Reds in Berlin desert rally to taste freedom. Bomber crashes into house. Hearst dies at 88. Helicopter over Rockies. Japanese bathing beauties. Kayak race thriller. British regatta.

PARAMOUNT NEWS, No. 104—Berlin rally. Seattle: Plane crashes into house. Kiddie set visits Bronx Zoo. People in the news: Irving Sherman, King Farouk, Queen Narriman. Japanese carnival. Hearst dies. Balloons over Czechoslovakia.

TELENEWS DIGEST, No. 33-B—President Truman assails "slandermongers." Seattle: bomber crashes into apartment house. India: seek solution to border dispute. Hearst dies. New French Cabinet. Indo-China: French general killed. Amateur musicians.

UNIVERSAL NEWS, No. 483—Bomber crash kills 12. Floods in Italy. 'Round-the-world trip. President Truman dedicates American Legion Building. Beach carnival in Japan. Shooting of "Bend of the River." Yacht regatta in England.

WARNER PATHE NEWS, No. 2—Reds jeer U. S. in Berlin march. President Truman warns of enemies at home and abroad. Korea report. Bomber crashes into apartment house. Senate crime probe reopens. Winds of freedom blow hope to Czechs. "Force of Arms" premiere.

Confidence to Spark Allied Convention

WASHINGTON, Aug. 19.—Plans approved by Allied's convention committee at its Chicago meeting last week call for "great names and powerful personages to appear before the convention to declare publicly their faith and confidence in the future of the motion picture industry," Abram F. Myers, Allied counsel, told Allied members in a statement.

Chairman of the convention committee is Wilbur Snaper. Other members are Trueman T. Rembusch, W. L. Ainsworth, Wally Allen, Abe Berenson, Stanley Kane and Charles Niles.

W.B. Stock Tenders

(*Continued from page 1*)

14¼ during the period the offer for the tenders was in effect. Tenders at the lowest prices will be accepted first and none will be accepted at a price over $15 per share, the market already indicating that the company will not have to pay that much, in any event. More than sufficient stock to exhaust the $15,000,000 appropriation was tendered, the company said.

Included in the tenders are 100,000 shares held by the Warner families which, if accepted, would leave them with approximately 1,600,000 shares. Acceptance by Warners of tenders for 1,100,000 shares would reduce the company's capitalization to approximately 5,800,000 shares outstanding.

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Britain Again 'Boots' US Producers: Myers

Washington, Aug. 19.—In a special bulletin to Allied members over the weekend, general counsel Abram F. Myers said that "the United Kingdom has just given the boot to our producers again," and said that perhaps it is time U. S. exhibitors let the administration know how they feel about "our great ally subsidizing its motion picture industry at the expense of our own."

Meyers Says

(*Continued from page* 1)

its article calling the films "washed up," and wondered whether the magazine was merely soured by Henry Luce's "ignominious failure as a motion picture producer." The Allied executive said that "March of Time," had become known in film theatres as "Time Drags Its Feet."

He said that, as entertainment, television could "never be more than a parlor peep show or animated billboard." But it would be effective as a medium for "instantaneous depiction of great events," and thus would seriously depress the market for news magazines, which suffer from time lags impairing their usefulness.

Myers told Allied members that the film industry is no longer "singing the blues," but has lifted itself by its own bootstraps. "Movietime, U.S.A.," he predicted, would be a great success in attracting patrons into the theatres.

Urge 'Life' to Print True Film Story

Two more exhibitor organizations, Allied Theatre Owners of Illinois and the Theatre Owners of Oklahoma, have addressed protests to Henry R. Luce, publisher, against the recent anti-industry article in *Life* magazine and have urged that a factual, constructive article on the industry be published in the near future.

Similar communications have been addressed to the publisher and editors of *Life* by industry organizations in all parts of the country.

Plans for 'Movietime USA'

(*Continued from page* 1)

tiated by the New York City Organization of Exhibitors.

O'Donnell said that following its engagement in New York City, it is intended to take the exposition on a tour of principal cities of the country.

Emphasizing that the "Movietime U.S.A." "Jubilee" will be in celebration of the 50th anniversary of the American motion picture theatre, O'Donnell said that hereafter the drive will carry the slogan "Movietime U.S.A.—Celebrating the 50th Anniversary of the American Motion Picture Theatre," or "Celebrating the Golden Anniversary of the American Motion Picture Theatre."

As originally pointed out in the COMPO prospectus of the drive laid before company presidents in May, this is the 50th anniversary of the establishment by Thomas Talley of Talley's Electric Theatre in Los Angeles, the first theatre in America to be devoted exclusively to the showing of films.

O'Donnell called on all committees engaged in the production of promotion material for the campaign to give greater emphasis in their copy to the fact that the drive is being held to celebrate the film theatre's golden anniversary.

"We know from scrutiny of the studios' production schedules that there will be a continuity of superior product for as far into the future as we can now see," O'Donnell declared, "and we want this all-industry effort to continue."

As reported by MOTION PICTURE DAILY on Friday, every geographical and distribution area of the U. S., with the exception of Southern California, is organized already for the "Jubilee" drive.

D.C. Meeting Sets Plans

WASHINGTON, Aug. 19.—Nearly 150 exhibitors from Maryland, Virginia and the District of Columbia voted unanimously to back up "Movietime, U.S.A." with all their resources.

At a Washington luncheon-meeting on Friday, Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland, was named Maryland exhibitor chairman; William Crockett, president of the Virginia Owners' group, took the same post for the state; and A. Julian Brylawski, president of the D. C. group, becomes Washington area chairman.

Jerry Adams, manager of the Metro exchange, will head up distributor activities and Frank Lafalce, of Warner's publicity department, has been named "coordinator" of the drive.

The Motion Picture Theatre Owners of Metropolitan D. C. were hosts at the luncheon-meeting. Bob O'Donnell of Texas, chairman of the national drive, made a speech. Arthur Mayer, vice-president of Council of Motion Picture Organizations; Abram F. Myers, general counsel of Allied States; and Morton Thalheimer, for the Virginia delegation, also spoke.

KC Plans 'Movietime' Drive

KANSAS CITY, Mo., Aug. 19. — Though no local organization has yet been set up, representatives of the industry at Kansas City met last Tuesday to discuss plans for the "Movietime USA" campaign. Present were Russell Borg, James W. Lewis and Arthur Cole respectively of Warner Brothers, RKO and Paramount branches. Also Jay Wooten, president and William Silvers, vice-president of the Allied unit of the area; and Dale Danielson, president and C. E. Cook, vice president of Kansas Missouri Theatre Association.

Trust Suit

(*Continued from page* 1)

all respects, a reasonable attempt to solve a difficult and exacting problem."

The court's function in such actions, Yankwich said, is to "vindicate the anti-trust laws" and is not to "secure a better bargain for a dissatisfied exhibitor."

Holding that no clearance pattern "obtains not only as between different localities, but in theatres located in the same community," the jurist stated, "even a single change begins a chain reaction which runs its course and, in time, affects more than a theatre involved in a particular change.

Situation in Flux

"At the particular moment, we are met with a situation which is in flux and which must be considered, not in light of what a particular defendant may have done before the courts interdicted certain of their practices, but in the light of what they have done since and are doing today."

The Yankwich decision is regarded in trade circles as an important precedent in two respects. Firstly, F&M's complaint coincided in general outline with a considerable number of suits filed by other exhibitors against the majors and principal circuits within the past year, which are still pending. Secondly, clearance, as it obtains in the Los Angeles area, is among the matters brought to the attention of the Department of Justice by a committee representing the Southern California Theatre Owners Association, with the result that the Justice Department promised to send its own investigator here to examine conditions. FWC resigned its membership in SCTOA a fortnight ago.

The F&M counsel said the decision will be appealed.

'Essential' Brief

(*Continued from page* 1)

technical staff of the government group, said Friday he had talked on the phone with COMPO attorney Robert Coyne, but that no definite appointment had been set up. He said Coyne had told him that he would see him the next time he is in Washington, but named no date.

It is expected that the committee will ask Coyne for more specific details on the reasons why the industry feels it should be classified as "essential."

Monogram Heads to Meet in September

HOLLYWOOD, Aug. 19.—Monogram-Allied Artists executives will meet Sept. 4-5, at the Muehelback Hotel, Kansas City, to finalize production, sales and advertising plans for the coming season. Steve Broidy, president, Harold and Walter Mirisch, Ralph Branton, Morey Goldstein, Harold Wirthwein, James Pritchard, L. E. Goldhammer, and John C. Flinn, will attend.

Altec-Lansing Meet

HOLLYWOOD, Aug. 19.—The annual meeting of the board of directors of Altec-Lansing Corp. and Altec Service Corp. will be held tomorrow and Tuesday at the Beverly Hills plant of Altec-Lansing. In addition to a business meeting, directors will tour the plant and also the plant of AC's Peerless transformer division.

'Collarites' Bids

(*Continued from page* 1)

Paramount International which began Thursday morning. That company rejected a 10 per cent pay boost demand, and H-63 decided to picket for a few days before calling a strike under the permission which has been granted by Richard F. Walsh, "IA" international president.

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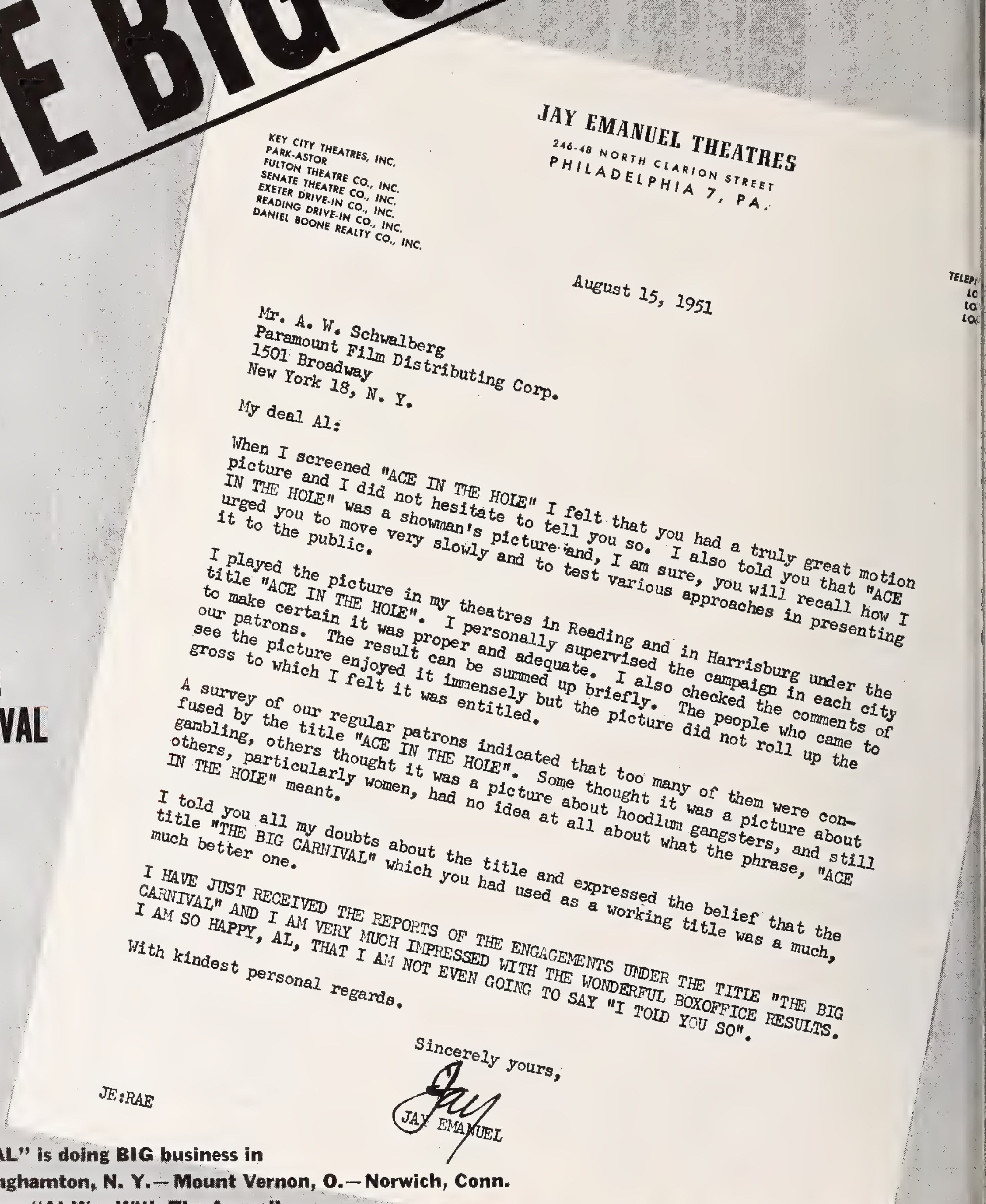
JOHN LITEL · MARIE WINDSOR · STEVE BRODIE

"THE BASKETBALL FIX"
JOHN IRELAND · MARSHALL THOMPSON · VANESSA BROWN

"BRIDE OF THE GORILLA"
BARBARA PAYTON · LON CHANEY · RAYMOND BURR

Thank you Mr. Emanuel—
from now on, it *is*—

THE BIG CARNIVAL



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August 15, 1951

Mr. A. W. Schwalberg
Paramount Film Distributing Corp.
1501 Broadway
New York 18, N. Y.

My deal Al:

When I screened "ACE IN THE HOLE" I felt that you had a truly great motion picture and I did not hesitate to tell you so. I also told you that "ACE IN THE HOLE" was a showman's picture and, I am sure, you will recall how I urged you to move very slowly and to test various approaches in presenting it to the public.

I played the picture in my theatres in Reading and in Harrisburg under the title "ACE IN THE HOLE". I personally supervised the campaign in each city to make certain it was proper and adequate. I also checked the comments of our patrons. The result can be summed up briefly. The people who came to see the picture enjoyed it immensely but the picture did not roll up the gross to which I felt it was entitled.

A survey of our regular patrons indicated that too many of them were confused by the title "ACE IN THE HOLE". Some thought it was a picture about gambling, others thought it was a picture about hoodlum gangsters, and still others, particularly women, had no idea at all about what the phrase, "ACE IN THE HOLE" meant.

I told you all my doubts about the title and expressed the belief that the title "THE BIG CARNIVAL" which you had used as a working title was a much, much better one.

I HAVE JUST RECEIVED THE REPORTS OF THE ENGAGEMENTS UNDER THE TITLE "THE BIG CARNIVAL" AND I AM VERY MUCH IMPRESSED WITH THE WONDERFUL BOXOFFICE RESULTS. I AM SO HAPPY, AL, THAT I AM NOT EVEN GOING TO SAY "I TOLD YOU SO".

With kindest personal regards.

Sincerely yours,

Jay
JAY EMANUEL

JE:RAE

Paramount presents
KIRK DOUGLAS in
THE BIG CARNIVAL
with
JAN STERLING
Bob Arthur
Porter Hall
Produced and Directed by
BILLY WILDER
Written by
Billy Wilder,
Lesser Samuels
and Walter Newman

So Right!

"THE BIG CARNIVAL" is doing BIG business in
Trenton, N. J.—Binghamton, N. Y.—Mount Vernon, O.—Norwich, Conn.
Biggest business since "At War With The Army."

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 36 NEW YORK, U. S. A., TUESDAY, AUGUST 21, 1951 TEN CENTS

Theatre Video Installations Estimate Rises

Goal of 100 by End of Year Will Be Exceeded

Continued interest in theatre television by exhibitors and better production prospects for manufacturers make it virtually certain that the announced goal of 100 installations by he end of the year will be exceeded.

An RCA spokesman expressed condence that his company alone will nstall that number of large screen TV ets by the end of the year. He said hat the prospects are good that present backlog of RCA orders, which re estimated to total almost 100, will e filled by then.

As previously reported, Paramount's ntermediate system is meeting with cceptance from a growing number of xhibitors and it was learned yesterday that orders for about 10 sets are t the final confirmation stage. There, oo, fall and early winter installation s promised.

Paramount's sales are expected to

(Continued on page 6)

Republic Sells 175 Old Films to TV

HOLLYWOOD, Aug. 20.—The Los Angeles *Times*-owned television station KTTV has acquired television ights to 175 Republic Pictures for 225,000 and will start televising them

(Continued on page 7)

1st Northwest TV To Western, Jones

Portland, Ore., Aug. 20.—Tom Blair, Oregon manager for Western Amusement Co. and Jones Enterprises, joint owners of 24 theatres in Oregon and others in California, advise that they will be the initial buyers of TV theatre equipment in the Portland area.

National Theatre Supply reports that it is likely the first TV theatre unit here will be a Simplex large-screen type open circuit made by General Precision Co. This may be installed in the Bagdad Theatre.

Carter to Resign as Para.-Gulf Head

New Orleans, Aug. 20.—Norman L. Carter, president of Paramount Gulf Theatres, with headquarters here, plans to resign at the end of the year. The circuit is a subsidiary of United Paramount Theatres, New York. Officials there said Carter would continue in an advisory capacity following his resignation, and that his successor probably would be designated by Carter.

RKO Theatres to Name Director Soon

Sol Schwartz, president of RKO Theatres, and David Greene, head of a stockholders' group which is seeking representation on the company's board of directors, met within the past few days but without definite results.

The RKO Theatres board presently is considering a number of individuals from among whom it will choose a director to fill the vacancy created by the recent resignation of James T. Brown. It could not be learned officially whether Greene or a designee of his is among those under consideration. The board is expected to meet around the end of this month or immediately after Labor Day, at which time it is likely to fill the existing board vacancy.

Greene has complained to the Department of Justice that Howard Hughes' nominees dominate the company board, despite the fact that Hughes' theatre stock was trusted with Irving Trust Co., following the

(Continued on page 2)

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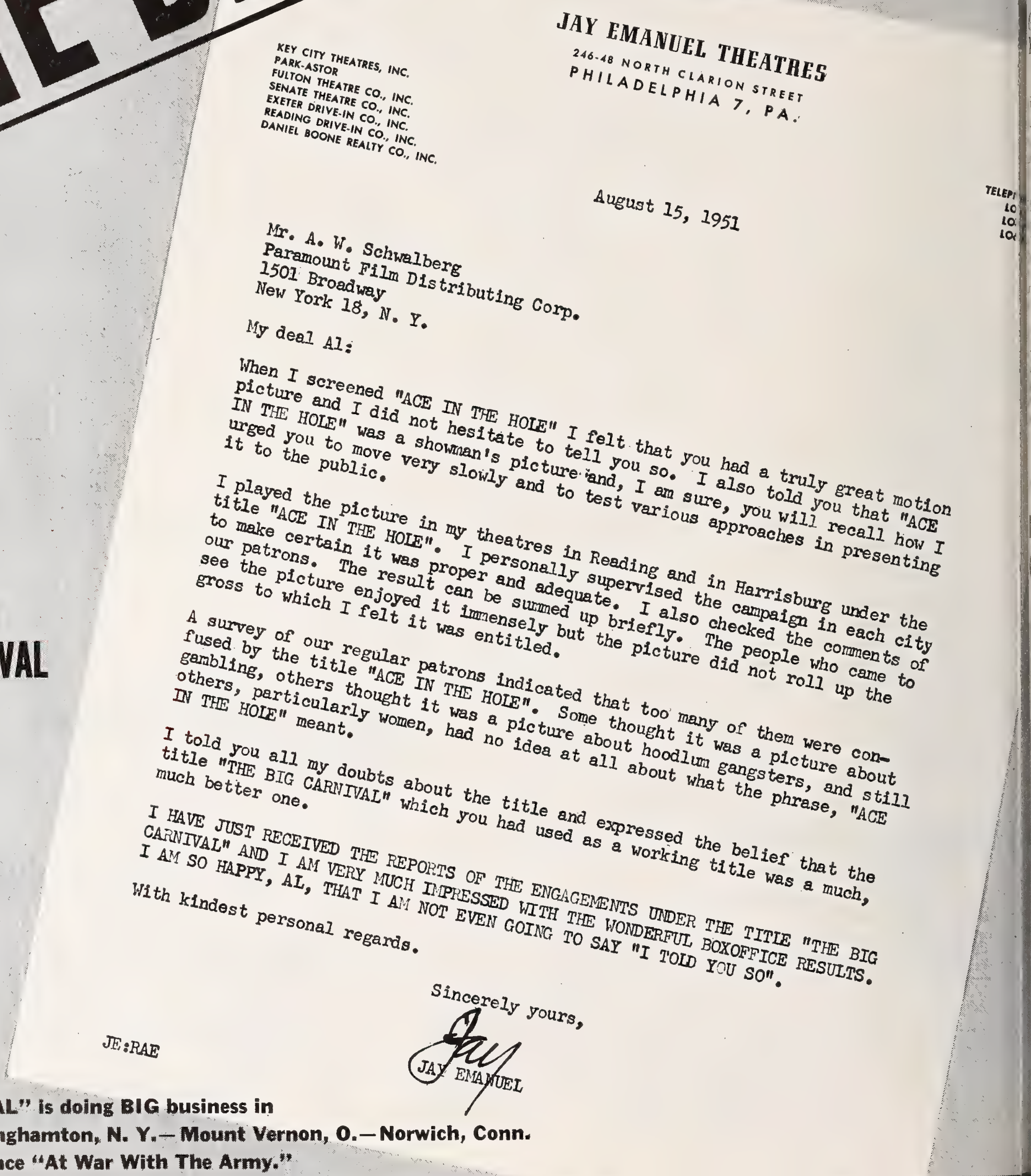
Thank you Mr. Emanuel— from now on, it is—

THE BIG CARNIVAL



KEY CITY THEATRES, INC.
PARK-ASTOR
FULTON THEATRE CO., INC.
SENATE THEATRE CO., INC.
EXETER DRIVE-IN CO., INC.
READING DRIVE-IN CO., INC.
DANIEL BOONE REALTY CO., INC.

JAY EMANUEL THEATRES
246-48 NORTH CLARION STREET
PHILADELPHIA 7, PA.

TELEP

August 15, 1951

Mr. A. W. Schwalberg
Paramount Film Distributing Corp.
1501 Broadway
New York 18, N. Y.

My deal Al:

When I screened "ACE IN THE HOLE" I felt that you had a truly great motion picture and I did not hesitate to tell you so. I also told you that "ACE IN THE HOLE" was a showman's picture and, I am sure, you will recall how I urged you to move very slowly and to test various approaches in presenting it to the public.

I played the picture in my theatres in Reading and in Harrisburg under the title "ACE IN THE HOLE". I personally supervised the campaign in each city to make certain it was proper and adequate. I also checked the comments of our patrons. The result can be summed up briefly. The people who came to see the picture enjoyed it immensely but the picture did not roll up the gross to which I felt it was entitled.

A survey of our regular patrons indicated that too many of them were confused by the title "ACE IN THE HOLE". Some thought it was a picture about gambling, others thought it was a picture about hoodlum gangsters, and still others, particularly women, had no idea at all about what the phrase, "ACE IN THE HOLE" meant.

I told you all my doubts about the title and expressed the belief that the title "THE BIG CARNIVAL" which you had used as a working title was a much, much better one.

I HAVE JUST RECEIVED THE REPORTS OF THE ENGAGEMENTS UNDER THE TITLE "THE BIG CARNIVAL" AND I AM VERY MUCH IMPRESSED WITH THE WONDERFUL BOXOFFICE RESULTS. I AM SO HAPPY, AL, THAT I AM NOT EVEN GOING TO SAY "I TOLD YOU SO".

With kindest personal regards.

Sincerely yours,

Jay

JAY EMANUEL

JE:RAE

Paramount presents

KIRK DOUGLAS in
THE BIG CARNIVAL
with
JAN STERLING
Bob Arthur
Porter Hall

Produced and Directed by
BILLY WILDER

Written by
Billy Wilder,
Lesser Samuels
and Walter Newman

So Right!

"THE BIG CARNIVAL" is doing BIG business in
Trenton, N. J.—Binghamton, N. Y.—Mount Vernon, O.—Norwich, Conn.
Biggest business since "At War With The Army."

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 36 NEW YORK, U. S. A., TUESDAY, AUGUST 21, 1951 TEN CENTS

Theatre Video Installations Estimate Rises

Goal of 100 by End of Year Will Be Exceeded

Continued interest in theatre television by exhibitors and better production prospects for manufacturers make it virtually certain that the announced goal of 100 installations by the end of the year will be exceeded.

An RCA spokesman expressed confidence that his company alone will install that number of large screen TV sets by the end of the year. He said that the prospects are good that present backlog of RCA orders, which are estimated to total almost 100, will be filled by then.

As previously reported, Paramount's intermediate system is meeting with acceptance from a growing number of exhibitors and it was learned yesterday that orders for about 10 sets are at the final confirmation stage. There, too, fall and early winter installation is promised.

Paramount's sales are expected to

(*Continued on page 6*)

Republic Sells 175 Old Films to TV

Hollywood, Aug. 20.—The Los Angeles *Times*-owned television station KTTV has acquired television rights to 175 Republic Pictures for $225,000 and will start televising them

(*Continued on page 7*)

1st Northwest TV To Western, Jones

Portland, Ore., Aug. 20.—Tom Blair, Oregon manager for Western Amusement Co. and Jones Enterprises, joint owners of 24 theatres in Oregon and others in California, advise that they will be the initial buyers of TV theatre equipment in the Portland area.

National Theatre Supply reports that it is likely the first TV theatre unit here will be a Simplex large-screen type open circuit made by General Precision Co. This may be installed in the Bagdad Theatre.

Carter to Resign as Para.-Gulf Head

New Orleans, Aug. 20.—Norman L. Carter, president of Paramount Gulf Theatres, with headquarters here, plans to resign at the end of the year. The circuit is a subsidiary of United Paramount Theatres, New York. Officials there said Carter would continue in an advisory capacity following his resignation, and that his successor probably would be designated by Carter.

RKO Theatres to Name Director Soon

Sol Schwartz, president of RKO Theatres, and David Greene, head of a stockholders' group which is seeking representation on the company's board of directors, met within the past few days but without definite results.

The RKO Theatres board presently is considering a number of individuals from among whom it will choose a director to fill the vacancy created by the recent resignation of James T. Brown. It could not be learned officially whether Greene or a designee of his is among those under consideration. The board is expected to meet around the end of this month or immediately after Labor Day, at which time it is likely to fill the existing board vacancy.

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An all out effort by every segment of the industry in the Albany exchange district to support "Movietime U.S.A." and to attend a meeting in the Delaware Theatre there Sept. 4 was urged by co-chairman Harry Lamont of Lamont Theatres, and Jack Goldberg, Metro manager at a gathering of 30 distributor, exhibitor and union representatives yesterday. Charles A. Smakwitz, Warner Theatre's zone manager, joined in an appeal for "everyone to be present at this very important meeting." Robert J. O'Donnell, "Movietime" chairman, or Arthur L. Mayer, executive vice-president of COMPO will speak.

Florida Exhibitors

A large committee of Florida exhibitors has been set up to make preparations for the state's participation in the Council of Motion Picture Organizations "Movietime U.S.A." campaign. The group has set Aug. 29 for a meeting.

In Denver, Robert J. O'Donnell, national chairman for "Movietime U.S.A." and the Rev. Bill Alexander, will address an industry meeting at the Denham Theatre on Friday. All film distributors, exchanges and supply houses will close for the meeting. Letters have gone out to all interested in the Denver film territory, and it is expected the theatre will be packed. Much enthusiasm had been shown for the forthcoming fall campaign, which will be started here by this meeting.

Will Conners of the Hamrick Theatres has been elected chairman of the "Movietime U.S.A." campaign committee for Seattle, according to word received here by the COMPO office. Fred Mercy, Jr., has been appointed chairman of a finance committee, and it was decided that the general committee will meet hereafter at luncheon every Tuesday in Seattle's Olympic Hotel.

Coordinate Participation

A state meeting to coordinate exhibitor-distributor participation in the Conference of Motion Picture Organization's "Movietime, U.S.A." campaign this fall will be held in Keith's Theatre, Indianapolis, at 10 A.M. tomorrow. R. J. O'Donnell will be here as keynoter. Dick Frank, Paramount branch manager, is distributor chairman, with Tommy McCleaster, 20th-Fox branch manager, as co-chairman.

In Cleveland, Meyer Fine, state COMPO chairman has asked the following industry members to act as regional campaign chairmen: Akron, Millard Ochs, Ray Brown, Jr.; Canton, George Delis, Harry Klotz; Youngstown, Ed Prinsen; Warren, Paul Ellis; Ashtabula, Louis Eick; Upper Sandusky, Leo T. Jones; Findlay, Bill Dworski; Lima, Ted Davidson, Lockwood Jennings; Mansfield, Frank Harpster, Eldine Dennis; Toledo, Howard Feigley, Jack Lykes.

In Cincinnati, Maurice White, COMPO area chairman, has called a meeting for tomorrow at the Variety Clubrooms. White is president of Midstates Theatres, Inc., operating the Capitol and Keith's theatres.

Personal Mention

NORMAN KATZ, president of Discina International Films, will leave here for Paris by plane next Sunday.

•

AL SCHWALBERG, Paramount vice-president, and TED O'SHEA, his assistant, were at Lake George over the weekend.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Cincinnati from New York, on a tour of branches.

•

JOSEPH BELLFORT, RKO Radio Continental European general manager, and Elias Lapinere, Continental sales manager and director of publicity-advertising, arrived in New York yesterday for conferences with Phil Reisman, Radio foreign distribution vice-president.

•

HERMAN SCHLEIER, business manager of the *Independent Film Journal*, on Sunday was presented with another grandchild, TOD FREDERICK, born to MR. AND MRS. STANLEY J. SCHLEIER at Lebanon Hospital, the Bronx.

•

GEORGE E. LANDERS, E. M. Loew Theatres Hartford division manager, has returned to work following recuperation from recent surgery.

•

ROBERT W. COYNE, special counsel of the Council of Motion Picture Organizations, was in New Haven yesterday and will return to New York late this week.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, was in New York yesterday from New Haven.

•

WILLIAM S. KOSTNER, executive director of the Variety Club of New England, was in New York yesterday from Boston.

•

CHARLES F. O'BRIEN, Loew's industrial relations director, currently on a business tour, will take a two-week vacation before returning to New York after Labor Day.

B. BERNARD KREISLER, executive director of MPAA's advisory unit for foreign films, and MADELYN C. KIAM of Greenwich, Conn., were married yesterday. They are scheduled to leave for Europe and the Venice Film Festival on the *S.S. Liberte* today.

•

HARRY FELLERMAN, sales head of Universal Pictures special film division, will leave New York today for Albany, Buffalo and Rochester.

•

M. L. SCHWARTZ, correspondent for MOTION PICTURE DAILY at Ottawa, and MRS. SCHWARTZ, are the parents of a second son, Morton Lyn.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for New Orleans.

•

EDWARD M. SAUNDERS, assistant general sales manager at M-G-M, is vacationing in Maine.

•

JOSEPH H. MCCONNELL, president of NBC and MRS. MCCONNELL will go to Europe early in September.

•

WILLIAM GORDON BURIE, Paramount salesman in Albany, N. Y., was married recently.

•

HARRY BALLANCE, 20th Century-Fox district manager, is visiting Honolulu with his family.

•

LIGE BRIEN, United Artists' special events director, flew to Oak Ridge, Tenn., from here yesterday.

•

HUNT STROMBERG, producer, is here from Hollywood.

•

EDWARD SMALL, producer, is scheduled to visit New York from the Coast in two or three weeks.

•

ARTHUR W. KELLY, producers representative, will leave here for Paris around Sept. 1.

•

TED TODDY, president of Toddy Pictures, was a visitor in Atlanta from New York.

Skouras Assists TOA Convention Planners

Plans for the Theatre Owners of America's 1951 convention at New York's Hotel Astor Sept. 23-27 were advanced yesterday at a meeting here of the convention committee. Present were Gael Sullivan, Si Fabian, Charles P. Skouras, Maurey Miller, Herman Levy, Walter Reade, Jr., Chick Lewis, Ed Fabian and Phil Harling.

Henry Reiss, 79

LOUISVILLE, Aug. 20.—Funeral services were held today at Our Mother of Sorrows Church here for Henry Reiss, 79, one of the founders and general manager of the Ideal Amusement Co., and former vice-president of the Fourth Avenue Amusement Co., who died Friday of a heart attack while watching a film in a Louisville's Rialto Theatre.

Disney's 'Half Acre' Takes Venice Honors

Walt Disney's "Nature's Half Acre" was awarded the highest prize of the Venice Film Festival, the Lion of St. Mark, at the second International Show of Scientific and Art Documentary Films, according to press dispatches received here yesterday.

The Festival committee said the Disney film "happily reached, through technical devices proper to specialized movies, the perfect fusion of scientific accuracy and poetry."

RKO Theatres

(*Continued from page* 1)

Jan. 1 divorcement. The Department has filed a show cause order returnable in October to compel the replacement on the board of Maurice Bent and J. P. Dreibelbiss, in addition to the already-resigned Brown.

Renown Seeks to Force Picture On U. K. Theatres

LONDON, Aug. 20.—George Minter's Renown Pictures has invoked Section 5 of the quota law to force a circuit booking here for "Three Men and A Girl," an Anatole de Grunwald production starring Burgess Meredith, the distribution rights to which were acquired by Renown in 1950 and which has not yet received a date from any of the leading British circuits.

Film May Be Forced

Under the law, an unwanted film may be forced on a chosen circuit if a selection committee appointed by the Board of Trade believes it to have sufficient entertainment value. The selection committee recommended that the picture be given a circuit release but the circuits immediately protested that their representatives on the committee were not present when the panel viewed the film and that the recommendation, accordingly, is invalid.

Sir Hartley Shawcross, president of the Board, now has the matter under consideration.

Hitherto, only one film, "Chance of A Lifetime," has been forced on a circuit under the law. The lot fell to J. Arthur Rank's Odeon Theatres and Rank subsequently reported to his stockholders that the resultant loss from the showing was "substantial."

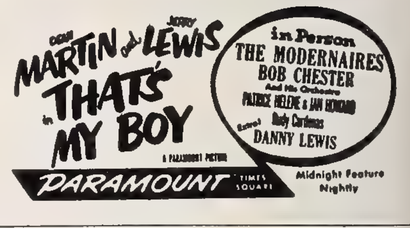
UK Films Council Members Seen Set

LONDON, Aug. 20.—The new Cinematograph Films Council, which will include American representation for the first time since the Harold Wilson regime in the Board of Trade here, is expected to include the following:

Sam Eckman, Loew's-MGM; and Sir Arthur Jarratt, British Lion, representing distributors; Sir Philip Warter, Associated British Pictures Corp.; Sir Alexander King, Cecil Bernstein and E. J. Hinge, for exhibitors, and J. Arthur Rank and Frank Hoare, for producers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation



MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

HOLLYWOOD'S newest and most unhibited movie star, an orange-colored glamour-puss named "Rhubarb," arrived in New York yesterday to begin a whirlwind pre-selling campaign for Paramount's picture of the same name, which will extend through 20 cities. Rhubarb, 14 pounds of snarling, unregenerate, misanthropic tomcat, will be accompanied by "Miss Rhubarb"—a lovely red-headed Conover model, who will act as escort and hostess at various parties for press and publicity purposes. The orange-colored cat will make headquarters in New York at the exclusive Warwick Hotel, where he will occupy a suite, complete with private milk-bar. Rufus Blair, Paramount's Coast publicity man, will accompany the cat on tour.

Six prize-winning felines of blue blooded pedigree purred their enthusiastic approval of the picture in Paramount's projection room preview for the Empire Cat Club, and greeted their hero on arrival. There is also a shipment of real rhubarb, the succulent but out-of-season vegetable, by chartered plane from Sumner, Wash., for the premiere of the picture. And Rhubarb has a special candy named for him by the Buitoni Company, which will arrive from Italy and be advertised on the radio. Newspaper folks will get a complimentary package. There was no mention of catnip.

•

Special events director Lige Brien of United Artists has flown to Oak Ridge, Tenn., to stage the premiere of "Mr. Drake's Duck," the Douglas Fairbanks, Jr., comedy about a duck that lays uranium-loaded eggs, at the Grove Theatre on Aug. 31, in the home town of the nation's largest atomic-energy plant.

•

The new issue of Look, *on the stands Aug. 28, will have a feature review of Paramount's "A Place in the Sun" extending over four pages, with a full-page picture of Elizabeth Taylor, in addition to scenes from the film. The magazine calls it "a passionate, memorable movie" and says that Montgomery Clift, Miss Taylor and Shelley Winters "give triumphant performances in the love tragedy." A fashion-tieup for the picture has resulted in gowns designed by Edith Head and produced by Columbia Juniors, which will be on sale in better stores, beginning with Best's in New York, where the models will be on display simultaneous with the opening at the Capitol Theatre, on Aug. 29.*

•

***Photoplay* magazine is sending out photographic packages describing its "Fashion Preview" based on campus clothes and those campus cut-ups, Dean Martin and Jerry Lewis, starring in their zany picture, "That's My Boy." Package is routed to buyers in big stores, and marked for the attention of several departments. Metro announces a dress tieup for "An American in Paris" which will accent 'Paris elegance and French thrift" in a line advertised in the August issue of *Harper's Bazaar* and which will be distributed and sold at the local level through Sam Edelman, 1375 Broadway, New York.**

Review

"People Against O'Hara"

(*Metro-Goldwyn-Mayer*)

AS A dramatic thriller "People Against O'Hara" has an edge that is honed to razor sharpness. It is one of those stories of manifold aspects which build up steadily in suspense until in the end all things are tied together neatly. Imaginative directing and good atmospheric touches do a lot to make the picture exciting, first-rate entertainment.

Spencer Tracy heads the cast as a former criminal lawyer now in civil practice. Much to the chagrin of his daughter, Diana Lynn, Tracy decides to undertake the defense of a young man accused of murder. The young man, O'Hara of the title, is played by Jim Arness. Actually he is innocent, but since he was out with a racketeer's wife at the time of the murder, he cannot reveal his alibi without bringing underworld retaliation down on himself and the girl.

Pursuit of material for the trial takes Tracy through an underworld excursion. It also results in his decline of health and recourse to alcohol. Tracy eventually loses the case but still digs for evidence and comes up with the girl who can prove Arness' innocence. Next is a plan to trap the real killer and that involves using a duplicate of a narcotics-laden suitcase as bait. Tracy, with a tiny transmitter hidden in his lapel, goes into a darkened house to hold a rendezvous with the killer. In an unconventional ending, Tracy is killed, but the murderer and his henchmen are caught.

Close scrutiny of the screenplay by John Monks, Jr., from the novel by Eleazar Lipsky, brings to light some unlikely possibilities. In this regard there is a check which Tracy gives a witness in an attempt to bribe him. Tracy's capable acting sets the pace for many fine subsidiary portrayals. There is Jay C. Flippen in the role of a foreign merchant seaman; John Hodiak, the prosecutor; Pat O'Brien, a detective, and Eduardo Ciannelli, the underworld bigwig. John Sturges directed and William H. Wright produced.

Running time, 100 minutes. Adult audience classification. Release date, Sept. 7.

MANDEL HERBSTMAN

The October issue of *Movie Life* will carry the unprecedented number of 27 pages devoted to publicity for Paramount pictures and stars. This mammoth break includes stories and pictures on Bing Crosby, Joan Fontaine, Nancy Olson, Bill Williams, Marion Marshall, Montgomery Clift, John Payne, Arleen Whelan, Mona Freeman, Jan Sterling, Shelley Winters, Elizabeth Taylor and Jane Wyman. The current "Lustre-Creme" advertising has a four-color photograph of Rhonda Fleming, credited to the Pine-Thomas production, "Crosswinds," released by Paramount, in Technicolor.

•

Howard Hughes RKO-Radio production, "His Kind of Woman," is getting the benefit of a hard-hitting advertising and exploitation campaign for the world premiere of the picture at the Roosevelt Theatre in Chicago, this week. One thousand street cars and buses carry seven-foot banners, and all subway and elevated stations have been plastered with posters. A saturation showing of 24-sheet posters covers the city. Newspaper advertising for the opening alone will run to $10,000 above normal budgets. The pre-selling campaign for the Chicago area has been under the direction of Terry Turner, head of exploitation for RKO-Radio Pictures.

•

An estimated 200,000,000 impressions for Fred McMurray's new picture, "A Millionaire for Christy," will be made through a tieup with Royal Desserts, arranged by 20th Century-Fox. The star's picture will appear on packages of Royal Desserts, and special newspaper advertising in 309 leading dailies will add a 100,000,000 circulation. Over 5,000 radio spots, on 120 stations in 90 cities, will plug the attraction through September. Royal Desserts staff of 700 field men have an assignment to cover the retail outlets with window and store displays at the local level to coincide with theatre play-dates.

—WALTER BROOKS

Saunders Sets New Film Fan Paper

CARMEL, N. Y., Aug. 20.—Stephen Saunders, manager of the Carmel Theatre, today stated he will publish *Prevue*, a giveaway magazine devoted to motion pictures twice monthly beginning Oct. 1 with an initial run of 1,000,000 for free circulation to exhibitors and their patrons in the New England and Atlantic Seaboard States as far south as Virginia.

'Accent the Positive'

He declared his publishing keynote will "accent the positive." Editorial content will cover top product from all companies, biographies and articles, geared as far as possible to national and territorial release dates.

The size of *Quick Magazine*, "Prevue" will be published in two colors and, according to Saunders, will carry national advertising. He expects to attain national circulation in about a year when he anticipates a run of 4,000,000 copies per edition.

Arthur Breaks Away From Central States

MINNEAPOLIS, Aug. 20.—The 19-year-old pooling partnership between Tom Arthur and Central States has ended. Arthur has broken away from the Blank interests and has severed all connections with the pool of the Cecil, Palace and Strand theatres at Mason City, Ia., retaining management of the Cecil. Arthur has been managing all three of the houses.

Until last year, A. H. Blank was head of Central States, now under control of A. H.'s son, Myron. The circuit was independent of the elder Blank's Tri-States chain.

Arthur has been at the Cecil and its predecessor the Wilson for 47 years. He has appointed the B. and L. buying combine at Des Moines as buyer and booker for the house.

Short Subject

"Formosa"

(*March of Time—20th-Fox*)

March of Time brings to a close its series begun in 1935 with a study of Formosa. The subject follows the same pattern of presentation as its predecessors.

"Formosa" brings to the audience the background story of one of the key areas of the Orient. Caught by cameramen Peter Hopkinson are scenes of the island's industry, its people, soldiers and officials. Also shown is a sequence of Gov. Thomas E. Dewey conferring on the island with Generalissimo Chiang Kai-shek. It is a crisp and informative job. Running time, 17 minutes.

Rank Men Capture U. K. Drive Prizes

LONDON, Aug. 20.—Six out of nine prize winners in the British industry's Better Business Planning campaign, including winners of the first three prizes, are members of J. Arthur Rank's theatre organization. Awards will be made by the industry committee here on Wednesday.

First prize winner is F. J. Smidmore of the Gaumont Morecambe Theatre in Lancashire, who can choose between £750 ($2,100) cash or a two weeks' all-expense paid trip to Hollywood for two. His assistant will be awarded £75 and all members of his staff will receive one week's pay. Prizes to the other eight winners range from £500 to £100, with appropriate awards to their assistants and staffs.

Besides the six Rank winners, two are independent exhibitors and one is with Associated British Cinemas. Seven of the nine, including Smidmore, are members of *Motion Picture Herald's* Managers' Round Table.

The British box-office campaign was an outgrowth of the business drive outlined to showmen here last year by Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising and publicity, in connection with that company's "Movies Are Better Than Ever" campaign.

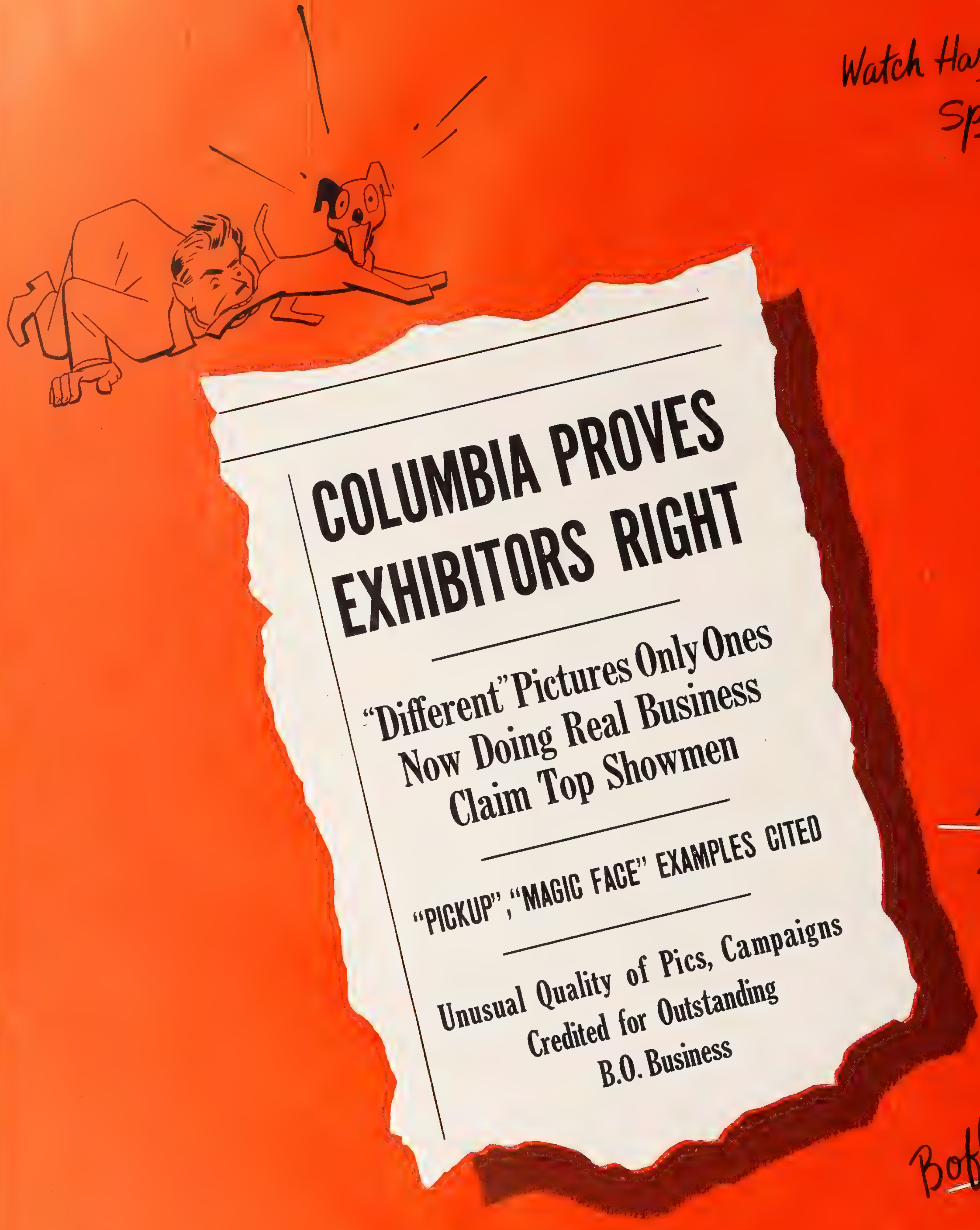
Gulf Allied Meeting Set for Dec. 11-12

NEW ORLEANS, Aug. 20.—The annual convention of Allied Theatre Owners of the Gulf States will be held Dec. 11 and 12 in the Roosevelt Hotel here.

Meanwhile, the local Allied unit is planning for complete cooperation by independent exhibitors of the Gulf States in the "Movietime U.S.A." campaign this fall. Directors voted full participation in the drive.

Two Philippine Films Acquired by Grinieff

Jacques Grinieff, film importer-exporter, returned to New York yesterday after a week-end round-trip flight to the Coast and disclosed that he acquired in Hollywood from producer Manuel Conde worldwide distribution rights to two pictures produced recently in the Philippines, "Seven Devils" and "Genghis Khan."



COLUMBIA PROVES EXHIBITORS RIGHT

"Different" Pictures Only Ones Now Doing Real Business Claim Top Showmen

"PICKUP", "MAGIC FACE" EXAMPLES CITED

Unusual Quality of Pics, Campaigns Credited for Outstanding B.O. Business

Watch Harrisburg,
Springfield,
Hartford,
Reading!

Swell in
Cincy!

Mobs in
Minneapoli

Boffo in
Boston!

Pretty
in
Providence!

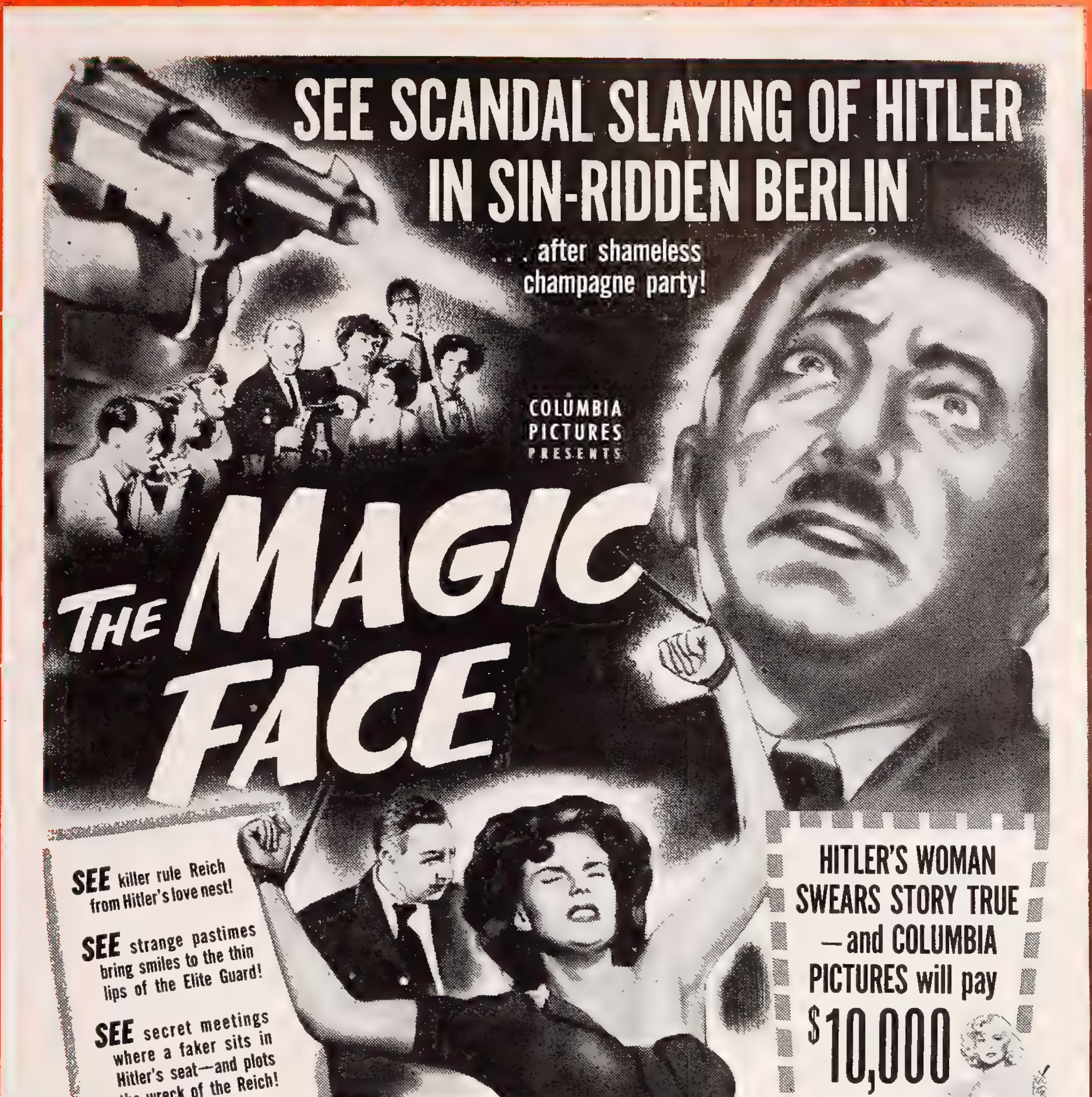
Socko in
Schenectady!

Sock campaign!

A $10,000 stunt!

Murdered 'em in Memphis!

Sensational in Chicago!



SEE SCANDAL SLAYING OF HITLER IN SIN-RIDDEN BERLIN

. . . after shameless champagne party!

COLUMBIA PICTURES PRESENTS

THE MAGIC FACE

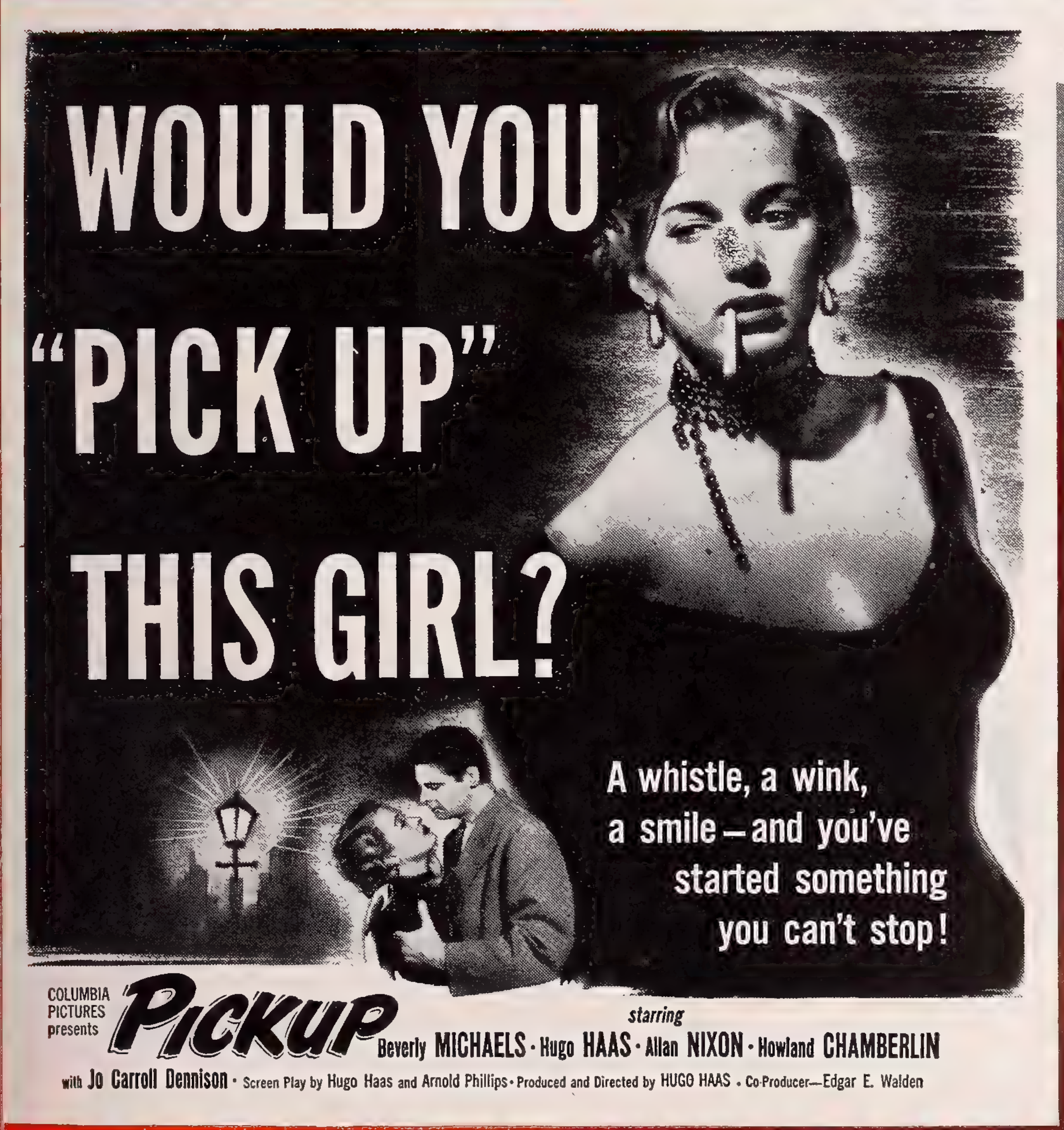
SEE killer rule Reich from Hitler's love nest!

SEE strange pastimes bring smiles to the thin lips of the Elite Guard!

SEE secret meetings where a faker sits in Hitler's seat—and plots wreck of the Reich!

HITLER'S WOMAN SWEARS STORY TRUE —and COLUMBIA PICTURES will pay $10,000 to the first person who can authentically disprove this amazing impersonation.

· As told to WILLIAM L. SHIRER



WOULD YOU "PICK UP" THIS GIRL?

A whistle, a wink, a smile—and you've started something you can't stop!

COLUMBIA PICTURES presents **PICKUP** starring Beverly MICHAELS · Hugo HAAS · Allan NIXON · Howland CHAMBERLIN with Jo Carroll Dennison · Screen Play by Hugo Haas and Arnold Phillips · Produced and Directed by HUGO HAAS . Co-Producer—Edgar E. Walden

Bang-up in Buffalo!

Remember... COLUMBIA MEANS BUSINESS

N. Y. Grosses

(*Continued from page 1*)

The house reopened Aug. 14 after having been shuttered since mid-June.

Off about $15,000 but still going strong is "Show Boat," together with a Russell Markert stage production, at Radio City Music Hall. With $83,000 registered between last Thursday and Sunday night, the Music Hall is due for about $136,000 for the fifth week, following a fourth week's take of around $150,000.

"Force of Arms" opened smartly at the Warner, with $30,000 recorded for the first week, when ended last night. First stanza for "Iron Man" is expected to give Loew's State a very sturdy $32,000. A favorable $25,000 is indicated for the first week of "The Law and the Lady" at the Capitol where "A Place in the Sun" will bow in on Aug. 28.

Still going strong at the Criterion is Walt Disney's "Alice in Wonderland" where the fourth week looks like a robust $32,000. Another gilt-edged performer is "That's My Boy" which, together with a stage bill topped by The Modernaires, is giving the Paramount a dandy $63,000 in a third stanza.

First Two Weeks

After each of the first two weeks brought grosses in excess of $18,000, "Oliver Twist" has sagged somewhat, but is still good, at the Park Avenue, with around $15,400 chalked up for the third week. At the Victoria, "Bright Victory" dipped from $22,000 in the second week to $14,000 in the third, but the latter figure is regarded as satisfactory.

"Jim Thorpe—All American" is scheduled to replace "Happy Go Lovely" at the Astor on Friday. Latter picture is due to finish with a slow $11,000 for the fourth and final week, plus two days. At the Trans-Lux 52nd Street, "Kind Lady" has dropped to $11,000 for the second week after racking up $15,800 for the first. "Secret of Convict Lake" is expected to give the Globe a modest $12,500 for the third week, while at the Mayfair, "No Questions Asked," which will be replaced tomorrow by "My Outlaw Brother," registered an unimpressive $8,000 for the final six days of a 13-day run. A satisfactory $7,000 is seen for the second week of "Tomorrow Is Another Day" at the Holiday.

"Tales of Hoffman" still is doing okay in its 20th week at the Bijou, with $10,500 indicated. The off-Broadway Sutton, which will open "The Medium" on Sept. 5, got a satisfactory $5,000 in the 21st week of "Kon-Tiki."

$12,000 for 'Sun'

HOLLYWOOD, Aug. 20. — Opening last Wednesday at regular prices at the Fine Arts Theatre, Paramount's "A Place in the Sun" tonight had surpassed the theatre's first-week record, with an indicated $12,000 in sight for the initial seven days. The previous top week was $9,485, chalked up by "Cyrano de Bergerac."

Backlog Helps

(*Continued from page 1*)

that first class first run theatres here lack the capacity to play Mexican pictures in the proportion and for the time the law demands. He stressed that foreign pictures are preferred by these theatres because they are the best money makers.

Reviews

"Bitter Springs"

(*Ealing Studios—Bell Pictures*)

A PRETTY interestingly-produced feature, well done, is this Australian-made subject from Ealing Studios "down-under," directed with care by Ralph Smart who also wrote the original story, the screenplay for which was written by W. P. Lipscomb and N. Danischewsky. It is a Michael Balcon production.

While this tale of pioneering sheep-raisers in Australia is somewhat akin to the stories of our own rugged Western pioneers, there is a pleasant difference in the scenery which is quite novel.

The Australian pioneers and their women folk of "Bitter Springs" meet, and eventually overcome, unfriendly terrain, hostile weather and resentful savages before they achieve the richer life afforded by the sparsely populated area of the Australian hinterlands.

Chips Rafferty moves inland with his family to claim a large tract of land granted to him by the government. Accompanying the group as hired hands are the droll Tommy Trinder and sober Gordon Jackson. When the party finally reaches their land, they discover it has only one water hole, the property of a local tribe of aborigines. Rafferty is belligerent toward the natives, and when they kill one of his sheep for food, he drives them off the land. They leave with Trinder and his son as hostages.

The aborigines return to the water hole and take possession. Rafferty's son has been killed and the family is dying of thirst when Trinder, who has managed to escape, comes to the rescue with Australian troopers, who swoop down upon the natives, much in the manner of the U. S. Cavalry arriving in the nick of time. Rafferty has learned a lesson. He realizes he must live in peace with the natives and the natives are permitted to stay and become absorbed into the economy of the ranch. There is a modest romance between Jackson and Nonnie Piper, Rafferty's daughter, which also comes to a successful termination.

Others in the cast are Jean Blue, Nonnie Piper, Charles Tingwell, Nicky Yardley, Michael Pate and Henry Murdoch.

Running time, 73 minutes. General audience classification. Release date, Oct. 1.

"The Highwayman"

(*Allied Artists*)

Hollywood, Aug. 20

DEVOTEES of colorful period piece featuring romance and swordplay will be well-satisfied with "The Highwayman," an excellent pictorial representation of the classic Alfred Noyes poem. Rich in the actional ingredients of its kind as the most exacting lover of romantic adventure could wish it to be, it is also a fully rounded, firmly told and dramatically important story, faithful to its origin and free of the expedient claptrap so often foisted upon audiences under cover of flashing blades and plot convenience. The film is a work of integrity as well as of entertainment, of mental as well as physical heroics, and the impact is intensified by this circumstance. The attraction figures to build attendance as the news of its innate merit spreads.

The Cinecolor camera portrays admirably the England of George II, whose American colonies are being exploited by his unscrupulous noblemen, headed by Charles Coburn and Victor Jory. Philip Friend portrays in stimulating fashion an honest nobleman who, posing as a highwayman, undertakes to thwart the efforts of his fellow courtiers to perpetuate the existing arrangement under which debtors are sent to the colonies under sentence as slave labor. Wanda Hendrix is charming as the tavern lass who aids him, finally giving her life to assure his safety, and Virginia Huston is effective as his former sweetheart, now married to the villainous Jory by imperial command. Performances throughout are top grade.

Jan Jeffries' script is a trim job, blending potent dialogue with clearly authenticated action, and the direction by Lesley Selander is among that veteran's best. It is a Jack Dietz production, produced by Hal E. Chester, wtih Bernard W. Burton as associate, and its commercial success appears guaranteed by its quality.

Running time, 83 minutes. General audience classification. Release date, Aug. 21.

"No Place for Jennifer"

(*Stratford Pictures*)

AN often touching story of insecure childhood touched off by divorce has been virtually spoiled for American audiences by very British accents and a glut of localisms. This British importation, although lacking the subtlety or excitement of some British films, may yet be appreciated by art house patrons. The film also provides a vehicle for a capable young actress, Janette Scott, the Jennifer of the picture.

Leo Genn and Beatrice Campbell, Miss Scott's parents, agree to and get a divorce, and begin the destruction of their daughter. She, muddled by divided loyalties, is temporarily happy with her father; but then is upset by his courtship and marriage to a teacher, Rosamund John. She does not want another "mummy." Virtually kidnapped by her mother, she finds again only temporary security. A court scene, in which father and mother battle for her possession, snaps her poise; she runs away, far away, to a childhood corner of safety, an attic room in the home of old friends of her parents. The escapade sobers her parents, who agree to leave her with these old friends, in whose place she really has a home.

An Associated British-Pathe film, from a screenplay by J. Lee Thompson, this is based on the novel, "No Differences to Me," by Phyllis Hambledon, produced by Hamilton G. Inglis, and directed by Henry Cass. Others in the cast include Guy Middleton, Megs Jenkins, Philip Ray and Jean Cadell.

Running time, 89 minutes. General audience classification.

Theatre TV

(*Continued from page 1*)

spurt once the present negotiations looking for the handling of sales and distribution of the TV equipment by theatre supply dealers are completed.

National Theatre Supply has already taken three or four orders for General Precision Laboratories' new instantaneous TV projector, even though the machine will not be officially unveiled until next month.

Though 20th Century-Fox created a stir by acquiring the CBS color television rights for its Swiss Eidophor system and 20th-Fox has promised a demonstration at an early date, it is not expected that Eidophor will be available to theatres for some months. Under terms of the 20th-Fox deal with the Swiss Federal Institute of Technology at Zurich, it is a year before the deadline when Eidophor is to be ready in perfected form. The original deal called for a projector capable of picking up and screening color telecasts. This phase was advanced last week by 20th-Fox's deal for General Electric to manufacture full-color, high-definition studio television equipment.

Another theatre TV system still in the offing is Skiatron Electronics' "Theatre-Vision," scheduled for demonstration this fall.

'Complacency' Hit In DuPont Report

A financial report concluding that "many of the industry's ills probably stem from the shortcomings of managements which had been lulled into complacency by the lush war years," is being circulated among managers of the Jamestown Amusement Co., Inc., E. C. Grainger, president of the Shea circuit, the parent company of the Jamestown Amusement Co., announced here yesterday.

The report, titled "Let's Look at the Movies," was prepared by the research department of Francis I. duPont & Co., financial house here. The condensation, circulated among the managers, states "as the longstanding television-motion picture controversy progresses, the pattern which seems to be emerging is one of amalgamation rather than the death of one and the rise of the other."

It also points out that "more recently, theatre attendance has begun to show slight signs of improvement and . . . .It would now appear these two strange bedfellows, the motion picture and television industries, are joining efforts rather than going their separate ways. Accordingly, the time could be rapidly approaching when the market will take cognizance of the new alliance and the improved sales and earnings outlook for motion picture companies."

Copyright Protection For Authors in Bill

WASHINGTON, Aug. 20.—A House Judiciary sub-committee today reported a bill to give authors, poets and magazine writers the same copyright protection now received by composers and dramatists, by prohibiting the use of their works on radio, television or recordings for profit without the consent of the author.

Ask for Action On Proposal to Build Loop Parking Lots

CHICAGO, Aug. 20.—The Chicago *Sun-Times* has called for immediate action by the City Council on a proposal to build five city-operated parking lots close to the Loop because "the parking jam is strangling the loop's economic life." Many of the city's top theatre showcases are located in the area.

In 1947 the state gave Chicago permission to build municipal parking lots, and just a few days ago Gov. Stevenson signed a bill which would allow the city, without holding a referendum, to finance the project with parking revenue bonds which could be paid off out of parking fees.

With local transit fares going up and the shortage of parking space becoming more and more acute, some Loop theaters have made agreements with parking lots to obtain reduced parking fees for patrons but the situation is growing steadily worse. Although the city project has the backing of the State Street Council and the Chicago Association of Commerce, pressure apparently is being put on the City Council by certain private interests to prevent the plan.

Another Drop in Coast Production

HOLLYWOOD, Aug. 20.—The production index has dropped six more points, to a total of 37 pictures in work. Five new pictures were started while 11 were completed.

Started were: "Brave Warrior" and "Sound Off," Columbia; "Lone Star Lawman," Monogram; "Colorado Sundown," Republic; "Son of Ali Baba," Universal-International. Completed were: "The Hawk of Wild River,' Columbia; "Thy Neighbor's Wife" (Hugo Haas Productions) and "Jack and the Beanstalk," Independent; "Ghost Raiders" and "Elephant Stampede," Monogram; "Warbonnet," Paramount; "Oklahoma Annie," Republic; "Day Without End" (Filmakers), RKO Radio; "Lydia Bailey" and "Viva Zapata," 20th Century Fox; "The Big Trees," Warner Brothers.

Pioneers Further Plans for Dinner

Plans for the annual Motion Picture Pioneers dinner to be held at the Waldorf-Astoria Hotel here in November were discussed at a luncheon meeting at the 20th Century-Fox home office dining room yesterday, at which Spyros P. Skouras was host.

Committees for the dinner were appointed and are scheduled to be announced later. Further discussion of a Pioneers' foundation also was held.

Four Exploiteers to Handle "Hoffman"

Four exploiteers have been assigned to cover expanding key city engagements of "Tales of Hoffman," by Leon Brandt, Lopert Films advertising-publicity director. They are: John Thompson, Cleveland; Arthur Manson, Pittsburgh; Walter Munroe, Atlanta; Irving Paley, New Orleans.

Review

"Chain of Circumstance"

(Columbia)

THE SERIES of melodramatic events that befall a young couple following the adoption of an infant are recounted in routine fashion in "Chain of Circumstance." Exploitation-minded showmen can work the adoption angle into good promotional material. The cast is a little-known one, and the story in general is lacking in freshness.

Richard Grayson and Margaret Field share the lead as the married couple who acquire a little girl from an orphanage on a year's probation. Grayson, who is employed by a jewelry company, is a good-hearted fellow, and to help a fellow employee out, he assists her in pawning a ring. A short time later the girl disappears and it is discovered that the ring was stolen.

Matters worsen when the girl is found poisoned and the chain of circumstances points suspiciously to Grayson. It looks as though Grayson will lose his job and also face murder charges despite his protests of innocence.

In a desperate, last-minute effort to clear himself, Grayson and his wife canvas all the pawnshops to establish the vital point that the deceased girl had previously attempted to pawn the ring. By sheer luck they hit upon some evidence which leads to the girl's boy friend. This in turn leads to a letter written by the girl to the boy in which the error of her ways is disclosed and admission of her intended suicide made.

Thus all ends happily, and the baby which had been taken back by the adoption society is returned to the couple.

Made with the cooperation of *True Story Magazine*, the film was produced by Wallace MacDonald, directed by Will Jason and written by David Lang.

Running time, 68 minutes. General audience classification. August release.

M. H.

DuMont Files TV Allocation Plan

WASHINGTON, Aug. 20.—The DuMont Television Network has filed its "National Television Allocation Plan" with the Federal Communications Commission, although the network had until Aug. 27 to file.

DuMont claims that its system of channel allocations is far superior to FCC's own proposal. DuMont says that its plan would provide 2,129 stations in very high frequencies and ultra high frequencies, compared to only 1,916 stations under the FCC system. DuMont also claims that 1,528 communities could have stations under its plan, while only 11 communities would be served by one or more TV stations if the FCC allocates channels as it now proposes to do.

First Theatre TV For Southern Ohio

SPRINGFIELD, O., Aug. 20. — Arrangements have been completed for the installation of TV at the Regent, unit of the Springfield Theatres Co., which will be the first house in Southern Ohio to take this action. The system is expected to be in operation by Jan. 1, although connections with the A. T. and T.'s coaxial cable will not be possible for approximately six months thereafter, according to Michael H. Chakeres, general manager of the circuit.

Judy Canova Takes Premiere to 'Fans'

LONDON, Aug. 20. — The London premiere of Republic's first Trucolor production, "Honeychile," will be held in the 1,800-seat suburban Essoldo Theatre, rather than in London's West End, because Judy Canova, star of the film, prefers to make a personal appearance before the type of audience to whom her films make the greatest appeal. A West End booking had been offered her.

Herbert J. Yates, Republic president; William Saal and Richard Altschuler are here and will attend the premiere.

Pact Parley Opens Nationwide TV

Coast-to-Coast television will get under way on Sept. 4 with the Japanese peace treaty conference in San Francisco as the subject. The starting date is almost a month ahead of the original plan, as a result of the State Department's desire that TV cover this historic event.

The four major networks, ABC, CBS, NBC and DuMont, will telecast President Truman's address at 9:30 P.M. on Sept. 4.

Republic Sells

(Continued from page 1)

Sept. 1 according to Tom Corradine, station executive. The deal permits the station to televise each film twice within a year.

The largest sale of theatrical pictures ever made to television by a major film comapny conveys 23 Red Ryders, starring Bill Elliott, 13 frontier series with Don Barry, 13 Sunset Carsons, 26 Three Musquiteers, 26 other Westerns, the same number of general features of various kinds, and 48 half-hour serial episodes.

Films have been re-edited, rescored, and new prints were furnished. The American Federation of Musicians requirement that five per cent of the gross sale price be paid into its fund has been complied with, and KTTV will contribute a like percentage of the profit it may obtain from selling the films to sponsors.

Corradine declared he expects a lively demand from sponsors, because "this gives us the consistency the television station needs. Now we can place a Red Ryder picture, for instance, in homes at a given hour on a given day every week for 26 weeks, providing the advertising consistency sponsors require."

The deal was made by Hollywood Television Service, a Republic subsidiary set up early this year for such purposes.

Republic president Herbert Yates and his executives declined comment.

Corradine said no films acquired were produced later than 1947.

No Roy Rogers or Gene Autry films are included.

NEWS in Brief . . .

WASHINGTON, Aug. 20. — Joe E. Brown was awarded the "Certificate of Appreciation" at the Pentagon Building for his "outstanding and patriotic service to the Department of the Army" in bringing "happiness and entertainment to the soldiers of the United States Army" in war and peace.

Making the award, which goes only to civilians contributing outstanding services to the Army, was Army Secretary Frank Pace, Jr.

●

CHICAGO, Aug. 20.—An urgent letter to all members of Illinois Allied, regarding the proposed exemption of religious, fraternal and charitable organizations from payment of Federal amusement taxes, has been sent out by Jack Kirsch, president of Illinois Allied.

In the letter Kirsch outlines the unfair aspects of the proposed legislation, which also would grant tax exemption to theatres operated by so-called "non-profit" organizations, and requests that all members send telegrams to the Senators from Illinois, Paul H. Douglas and Everett M. Dirksen, urging them to exert their influence in having the unfair and discriminatory provisions stricken from section 402 of H.R. 4473 or in granting to motion picture theatres equal treatment through being included in the exemptions.

●

Irene Dunne has accepted a special invitation from the Italian government to attend the International Film Festival in Venice early next month. Accompanied by her husband, Dr. Francis Griffin, she will emplane from New York on Aug. 29 and proceed to Venice after a brief stop in Paris.

Representing the Motion Picture Association of America at the celebration will be John G. McCarthy, MPAA vice-president in charge of international affairs, now touring the Continent on film business.

●

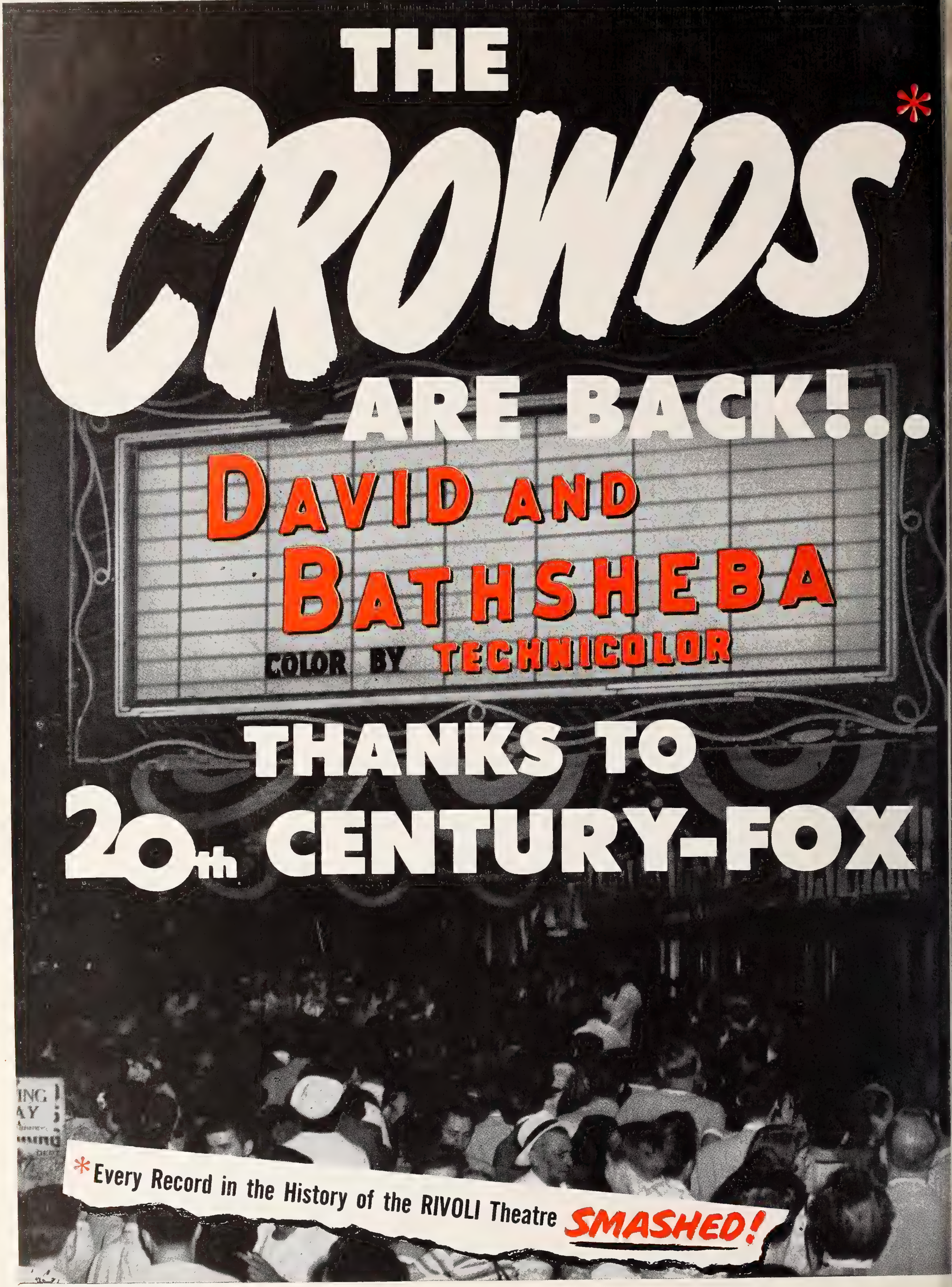
SEATTLE, Aug. 20.—Walter T. Coy was named defendant in four percentage actions filed here by United Artists, Warner, 20th Century-Fox and Loew's, alleging under-reporting of receipts on percentage pictures exhibited at the Center Theatre in White Center and the Hi-Line in Evansvale, both in Washington.

Paul Fetterman of the Seattle law firm of Helsell, Paul and Fetterman represents the distributors with Sargoy and Stein of New York of counsel.

●

SEATTLE, Aug. 20.—Charles Crickmore has been elected chairman of the Seattle Board of Theatre Supervisors, succeeding Bernard Reiter. Reiter will remain on the board.

Arnold R. Beezer was named vice-chairman, Jay T. DeFriel was reelected treasurer and Mrs. Ernest Kummer was reelected secretary. Other members of the board who are appointed by the Mayor to maintain standards of decency in public entertainment are: Morrison Campbell, Mrs. Charles G. Miller, Mrs. Victor L. Nutley and Mrs. Francis P. Rogers.



THE CROWDS* ARE BACK!..

THANKS TO 20th CENTURY-FOX

*Every Record in the History of the RIVOLI Theatre SMASHED!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 36 NEW YORK, U. S. A., TUESDAY, AUGUST 21, 1951 TEN CENTS

U-I Challenges Foreclosure Of Six Films

Asks Court to Void Bank of America Sale

HOLLYWOOD, Aug. 20.—Universal-International today filed a Federal court action against the Bank of America, seeking declaratory relief from the bank's foreclosure sale last Saturday of six pictures produced by various independent producers for release by Universal.

U-I seeks a ruling that the bank could not legally take these films from U-I release, and that the company is not liable for any part of the unrepaid balance of the bank's loan.

Federal Judge James M. Carter set Sept. 24 for the taking of depositions of bank officials.

The bank, which had lent $5,500,000 on the pictures, of which more than $2,000,000 has not been repaid, bid them in at a public sale for $545,000.

The pictures involved are "The Magnificent Doll," "Secret Beyond the Door," "The Lost Moment," "The

(*Continued on page 6*)

Republic Sells 175 Old Films to TV

HOLLYWOOD, Aug. 20.—The Los Angeles *Times*-owned television station KTTV has acquired television rights to 175 Republic Pictures for $225,000 and will start televising them

(*Continued on page 7*)

1st Northwest TV To Western, Jones

Portland, Ore., Aug. 20.—Tom Blair, Oregon manager for Western Amusement Co. and Jones Enterprises, joint owners of 24 theatres in Oregon and others in California, advise that they will be the initial buyers of TV theatre equipment in the Portland area.

National Theatre Supply reports that it is likely the first TV theatre unit here will be a Simplex large-screen type open circuit made by General Precision Co. This may be installed in the Bagdad Theatre.

Carter to Resign as Para.-Gulf Head

New Orleans, Aug. 20.—Norman L. Carter, president of Paramount Gulf Theatres, with headquarters here, plans to resign at the end of the year. The circuit is a subsidiary of United Paramount Theatres, New York. Officials there said Carter would continue in an advisory capacity following his resignation, and that his successor probably would be designated by Carter.

RKO Theatres to Name Director Soon

Sol Schwartz, president of RKO Theatres, and David Greene, head of a stockholders' group which is seeking representation on the company's board of directors, met within the past few days but without definite results.

The RKO Theatres board presently is considering a number of individuals from among whom it will choose a director to fill the vacancy created by the recent resignation of James T. Brown. It could not be learned officially whether Greene or a designee of his is among those under consideration. The board is expected to meet around the end of this month or immediately after Labor Day, at which time it is likely to fill the existing board vacancy.

Greene has complained to the Department of Justice that Howard Hughes' nominees dominate the company board, despite the fact that Hughes' theatre stock was trusted with Irving Trust Co., following the

(*Continued on page 2*)

Copelan Named WB Film Buyer in N.E.

Herbert Copelan has been named chief film buyer and booker of Warner Theatres in New England by Harry Kalmine, president and general manager of the circuit.

Copelan, presently buyer of newsreels and shorts, and supervisor of Latin-American Theatres, has been with the company since 1929. He started in the publicity department of Warner Pictures; worked at the Vitaphone studio as an assistant director and production manager; switched to manager of the Beacon Theatre here and became assistant to Harry Charnas, then operating six Warner-Broadway houses. In 1933 he became Zone Manager of the Atlantic City Theatres.

He succeeds Burt Jacocks, who has resigned.

'Bathsheba,' Berle Huge In Fair-Good Week for NY Runs

Paced by bonanzas at the Roxy where Milton Berle and Dagmar are on stage, and the Rivoli which reopened with "David and Bathsheba," a number of New York's first-runs this week are showing grossing strength. Others, however, are finding their revenue reduced, and in many such instances the managements give as the reason the fact that millions flocked to local beaches over the weekend.

Having racked up $109,000 for the first five days, Berle and Dagmar and "Meet Me After the Show" stand to give the Roxy a mammoth $145,000 for the first week, ending tonight. The record-breaking combination has been booked for only two weeks, and will be replaced on Aug. 29 by "People Will Talk" and an ice and variety revue on stage.

A stratospheric $70,000 is indicated for the first week ending tonight of "David and Bathsheba" at the Rivoli. The second week will begin tomorrow.

(*Continued on page 6*)

Backlog Helps U. S. Companies in Mexico

MEXICO CITY, Aug. 20.—While home offices of the eight major American companies most affected by the new law that demands 30 to 50 per cent playing time for Mexican pictures and though these companies have suspended importing until the law is clarified, there is no immediate peril of Hollywood products vanishing from Mexican screens. That assurance stems from trade estimates that each of the U. S. companies has from eight to 10 features on hand, enough to fully service their immediate contracts. Some exhibitors plan seeking injunctions against the law.

Antonio Osio, vice-president of the National Exhibitors Association, said

(*Continued on page 6*)

Paramount Drive to Honor Morgan

Paramount has designated the week of Sept. 30 to Oct. 6 as "Oscar Morgan Week," in tribute to the company's general sales manager of short subjects and Paramount News.

This marks the third successive year that Morgan has been honored with a sales drive, and is the anniversary also of his 37th year with Paramount, it was announced.

Eight Areas Join Plans For Jubilee

Key Cities of Chicago, Denver, Seattle in Drive

Organizational meetings or other progressive steps pointing toward the forthcoming fall promotional campaign of the Council of Motion Picture Organization's "Movietime U.S.A." have been set in eight more key cities, including Chicago, Indianapolis, Albany, Jacksonville, Denver, Seattle, Cleveland and Cincinnati.

In Chicago, more than 100 exhibitors, distributors and members of the press from Illinois are expected at the first general meeting to organize the local and downstate efforts in conjunction with the national "Movietime U.S.A." campaign. John Balaban, president of the B. and K., and Jack Kirsch, president of Allied of Illinois, are co-chairmen of the Illinois COMPO unit, and William K. Hollander, advertising and publicity director for B. and K., has been named publicity chairman for the drive. The meeting will be held on Thursday, at

(*Continued on page 2*)

See More Than 100 Theatres With TV

Continued interest in theatre television by exhibitors and better production prospects for manufacturers make it virtually certain that the announced goal of 100 installations by the end of

(*Continued on page 6*)

Higher Ad Rates for All Chicago Papers

Chicago, Aug. 20.—All newspapers in this city will have increased their amusement ad rates this year by Sept. 15, when the *Sun-Times* contract rates for weekdays will go up five cents per line for all theatres. The *Tribune, Daily News* and *Herald American* already have announced raises of five cents per line for Sundays and week days. Although theatres pay the highest rates of any local advertisers, the newspapers allow neither agency commissions or discounts for cash on theatre accounts.

'Jubilee'

(*Continued from page 1*)

the Blackstone Hotel, it was announced.

An all out effort by every segment of the industry in the Albany exchange district to support "Movietime U.S.A." and to attend a meeting in the Delaware Theatre there Sept. 4 was urged by co-chairman Harry Lamont of Lamont Theatres, and Jack Goldberg, Metro manager at a gathering of 30 distributor, exhibitor and union representatives yesterday. Charles A. Smakwitz, Warner Theatre's zone manager, joined in an appeal for "everyone to be present at this very important meeting." Robert J. O'Donnell, "Movietime" chairman, or Arthur L. Mayer, executive vice-president of COMPO will speak.

Florida Exhibitors

A large committee of Florida exhibitors has been set up to make preparations for the state's participation in the Council of Motion Picture Organizations "Movietime U.S.A." campaign. The group has set Aug. 29 for a meeting.

In Denver, Robert J. O'Donnell, national chairman for "Movietime U.S.A." and the Rev. Bill Alexander, will address an industry meeting at the Denham Theatre on Friday. All film distributors, exchanges and supply houses will close for the meeting. Letters have gone out to all interested in the Denver film territory, and it is expected the theatre will be packed. Much enthusiasm had been shown for the forthcoming fall campaign, which will be started here by this meeting.

Will Conners of the Hamrick Theatres has been elected chairman of the "Movietime U.S.A." campaign committee for Seattle, according to word received here by the COMPO office. Fred Mercy, Jr., has been appointed chairman of a finance committee, and it was decided that the general committee will meet hereafter at luncheon every Tuesday in Seattle's Olympic Hotel.

Coordinate Participation

A state meeting to coordinate exhibitor-distributor participation in the Conference of Motion Picture Organization's "Movietime, U.S.A." campaign this fall will be held in Keith's Theatre, Indianapolis, at 10 A.M. tomorrow. R. J. O'Donnell will be here as keynoter. Dick Frank, Paramount branch manager, is distributor chairman, with Tommy McCleaster, 20th-Fox branch manager, as co-chairman.

In Cleveland, Meyer Fine, state COMPO chairman has asked the following industry members to act as regional campaign chairmen: Akron, Millard Ochs, Ray Brown, Jr.; Canton, George Delis, Harry Klotz; Youngstown, Ed Prinsen; Warren, Paul Ellis; Ashtabula, Louis Eick; Upper Sandusky, Leo T. Jones; Findlay, Bill Dworski; Lima, Ted Davidson, Lockwood Jennings; Mansfield, Frank Harpster, Eldine Dennis; Toledo, Howard Feigley, Jack Lykes.

In Cincinnati, Maurice White, COMPO area chairman, has called a meeting for tomorrow at the Variety Clubrooms. White is president of Midstates Theatres, Inc., operating the Capitol and Keith's theatres.

Personal Mention

NORMAN KATZ, president of Discina International Films, will leave here for Paris by plane next Sunday.

•

AL SCHWALBERG, Paramount vice-president, and TED O'SHEA, his assistant, were at Lake George over the weekend.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Cincinnati from New York, on a tour of branches.

•

JOSEPH BELLFORT, RKO Radio Continental European general manager, and Elias Lapinere, Continental sales manager and director of publicity-advertising, arrived in New York yesterday for conferences with Phil Reisman, Radio foreign distribution vice-president.

•

HERMAN SCHLEIER, business manager of the *Independent Film Journal,* on Sunday was presented with another grandchild, TOD FREDERICK, born to MR. AND MRS. STANLEY J. SCHLEIER at Lebanon Hospital, the Bronx.

•

GEORGE E. LANDERS, E. M. Loew Theatres Hartford division manager, has returned to work following recuperation from recent surgery.

•

ROBERT W. COYNE, special counsel of the Council of Motion Picture Organizations, was in New Haven yesterday and will return to New York late this week.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, was in New York yesterday from New Haven.

•

WILLIAM S. KOSTNER, executive director of the Variety Club of New England, was in New York yesterday from Boston.

•

CHARLES F. O'BRIEN, Loew's industrial relations director, currently on a business tour, will take a two-week vacation before returning to New York after Labor Day.

•

B. BERNARD KREISLER, executive director of MPAA's advisory unit for foreign films, and MADELYN C. KIAM of Greenwich, Conn., were married yesterday. They are scheduled to leave for Europe and the Venice Film Festival on the *S.S. Liberte* today.

•

HARRY FELLERMAN, sales head of Universal Pictures special film division, will leave New York today for Albany, Buffalo and Rochester.

•

M. L. SCHWARTZ, correspondent for MOTION PICTURE DAILY at Ottawa, and MRS. SCHWARTZ, are the parents of a second son, Morton Lyn.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for New Orleans.

•

EDWARD M. SAUNDERS, assistant general sales manager at M-G-M, is vacationing in Maine.

•

JOSEPH H. MCCONNELL, president of NBC and MRS. MCCONNELL will go to Europe early in September.

•

WILLIAM GORDON BURIE, Paramount salesman in Albany, N. Y., was married recently.

•

HARRY BALLANCE, 20th Century-Fox district manager, is visiting Honolulu with his family.

•

LIGE BRIEN, United Artists' special events director, flew to Oak Ridge, Tenn., from here yesterday.

•

HUNT STROMBERG, producer, is here from Hollywood.

•

EDWARD SMALL, producer, is scheduled to visit New York from the Coast in two or three weeks.

•

ARTHUR W. KELLY, producers representative, will leave here for Paris around Sept. 1.

•

TED TODDY, president of Toddy Pictures, was a visitor in Atlanta from New York.

Skouras Assists TOA Convention Planners

Plans for the Theatre Owners of America's 1951 convention at New York's Hotel Astor Sept. 23-27 were advanced yesterday at a meeting here of the convention committee. Present were Gael Sullivan, Si Fabian, Charles P. Skouras, Maurey Miller, Herman Levy, Walter Reade, Jr., Chick Lewis, Ed Fabian and Phil Harling.

Henry Reiss, 79

LOUISVILLE, Aug. 20.—Funeral services were held today at Our Mother of Sorrows Church here for Henry Reiss, 79, one of the founders and general manager of the Ideal Amusement Co., and former vice-president of the Fourth Avenue Amusement Co., who died Friday of a heart attack while watching a film in a Louisville's Rialto Theatre.

Disney's 'Half Acre' Takes Venice Honors

Walt Disney's "Nature's Half Acre" was awarded the highest prize of the Venice Film Festival, the Lion of St. Mark, at the second International Show of Scientific and Art Documentary Films, according to press dispatches received here yesterday.

The Festival committee said the Disney film "happily reached, through technical devices proper to specialized movies, the perfect fusion of scientific accuracy and poetry."

RKO Theatres

(*Continued from page 1*)

Jan. 1 divorcement. The Department has filed a show cause order returnable in October to compel the replacement on the board of Maurice Bent and J. P. Dreibelbiss, in addition to the already-resigned Brown.

Renown Seeks to Force Picture On U. K. Theatres

LONDON, Aug. 20.—George Minter's Renown Pictures has invoked Section 5 of the quota law to force a circuit booking here for "Three Men and A Girl," an Anatole de Grunwald production starring Burgess Meredith, the distribution rights to which were acquired by Renown in 1950 and which has not yet received a date from any of the leading British circuits.

Film May Be Forced

Under the law, an unwanted film may be forced on a chosen circuit if a selection committee appointed by the Board of Trade believes it to have sufficient entertainment value. The selection committee recommended that the picture be given a circuit release but the circuits immediately protested that their representatives on the committee were not present when the panel viewed the film and that the recommendation, accordingly, is invalid.

Sir Hartley Shawcross, president of the Board, now has the matter under consideration.

Hitherto, only one film, "Chance of A Lifetime," has been forced on a circuit under the law. The lot fell to J. Arthur Rank's Odeon Theatres and Rank subsequently reported to his stockholders that the resultant loss from the showing was "substantial."

UK Films Council Members Seen Set

LONDON, Aug. 20.—The new Cinematograph Films Council, which will include American representation for the first time since the Harold Wilson regime in the Board of Trade here, is expected to include the following:

Sam Eckman, Loew's-MGM; and Sir Arthur Jarratt, British Lion, representing distributors; Sir Philip Warter, Associated British Pictures Corp.; Sir Alexander King, Cecil Bernstein and E. J. Hinge, for exhibitors, and J. Arthur Rank and Frank Hoare, for producers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

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National Pre-Selling

HOLLYWOOD'S newest and most unhibited movie star, an orange-colored glamour-puss named "Rhubarb," arrived in New York yesterday to begin a whirlwind pre-selling campaign for Paramount's picture of the same name, which will extend through 20 cities. Rhubarb, 14 pounds of snarling, unregenerate, misanthropic tomcat, will be accompanied by "Miss Rhubarb"—a lovely red-headed Conover model, who will act as escort and hostess at various parties for press and publicity purposes. The orange-colored cat will make headquarters in New York at the exclusive Warwick Hotel, where he will occupy a suite, complete with private milk-bar. Rufus Blair, Paramount's Coast publicity man, will accompany the cat on tour.

Six prize-winning felines of blue blooded pedigree purred their enthusiastic approval of the picture in Paramount's projection room preview for the Empire Cat Club, and greeted their hero on arrival. There is also a shipment of real rhubarb, the succulent but out-of-season vegetable, by chartered plane from Sumner, Wash., for the premiere of the picture. And Rhubarb has a special candy named for him by the Buitoni Company, which will arrive from Italy and be advertised on the radio. Newspaper folks will get a complimentary package. There was no mention of catnip.

•

Special events director Lige Brien of United Artists has flown to Oak Ridge, Tenn., to stage the premiere of "Mr. Drake's Duck," the Douglas Fairbanks, Jr., comedy about a duck that lays uranium-loaded eggs, at the Grove Theatre on Aug. 31, in the home town of the nation's largest atomic-energy plant.

•

The new issue of Look, *on the stands Aug. 28, will have a feature review of Paramount's "A Place in the Sun" extending over four pages, with a full-page picture of Elizabeth Taylor, in addition to scenes from the film. The magazine calls it "a passionate, memorable movie" and says that Montgomery Clift, Miss Taylor and Shelley Winters "give triumphant performances in the love tragedy." A fashion-tieup for the picture has resulted in gowns designed by Edith Head and produced by Columbia Juniors, which will be on sale in better stores, beginning with Best's in New York, where the models will be on display simultaneous with the opening at the Capitol Theatre, on Aug. 29.*

•

***Photoplay* magazine is sending out photographic packages describing its "Fashion Preview" based on campus clothes and those campus cut-ups, Dean Martin and Jerry Lewis, starring in their zany picture, "That's My Boy." Package is routed to buyers in big stores, and marked for the attention of several departments. Metro announces a dress tieup for "An American in Paris" which will accent 'Paris elegance and French thrift" in a line advertised in the August issue of *Harper's Bazaar* and which will be distributed and sold at the local level through Sam Edelman, 1375 Broadway, New York.**

Review

"People Against O'Hara"

(Metro-Goldwyn-Mayer)

AS A dramatic thriller "People Against O'Hara" has an edge that is honed to razor sharpness. It is one of those stories of manifold aspects which build up steadily in suspense until in the end all things are tied together neatly. Imaginative directing and good atmospheric touches do a lot to make the picture exciting, first-rate entertainment.

Spencer Tracy heads the cast as a former criminal lawyer now in civil practice. Much to the chagrin of his daughter, Diana Lynn, Tracy decides to undertake the defense of a young man accused of murder. The young man, O'Hara of the title, is played by Jim Arness. Actually he is innocent, but since he was out with a racketeer's wife at the time of the murder, he cannot reveal his alibi without bringing underworld retaliation down on himself and the girl.

Pursuit of material for the trial takes Tracy through an underworld excursion. It also results in his decline of health and recourse to alcohol. Tracy eventually loses the case but still digs for evidence and comes up with the girl who can prove Arness' innocence. Next is a plan to trap the real killer and that involves using a duplicate of a narcotics-laden suitcase as bait. Tracy, with a tiny transmitter hidden in his lapel, goes into a darkened house to hold a rendezvous with the killer. In an unconventional ending, Tracy is killed, but the murderer and his henchmen are caught.

Close scrutiny of the screenplay by John Monks, Jr., from the novel by Eleazar Lipsky, brings to light some unlikely possibilities. In this regard there is a check which Tracy gives a witness in an attempt to bribe him. Tracy's capable acting sets the pace for many fine subsidiary portrayals. There is Jay C. Flippen in the role of a foreign merchant seaman; John Hodiak, the prosecutor; Pat O'Brien, a detective, and Eduardo Ciannelli, the underworld bigwig. John Sturges directed and William H. Wright produced.

Running time, 100 minutes. Adult audience classification. Release date, Sept. 7.

MANDEL HERBSTMAN

The October issue of *Movie Life* will carry the unprecedented number of 27 pages devoted to publicity for Paramount pictures and stars. This mammoth break includes stories and pictures on Bing Crosby, Joan Fontaine, Nancy Olson, Bill Williams, Marion Marshall, Montgomery Clift, John Payne, Arleen Whelan, Mona Freeman, Jan Sterling, Shelley Winters, Elizabeth Taylor and Jane Wyman. The current "Lustre-Creme" advertising has a four-color photograph of Rhonda Fleming, credited to the Pine-Thomas production, "Crosswinds," released by Paramount, in Technicolor.

•

Howard Hughes RKO-Radio production, "His Kind of Woman," is getting the benefit of a hard-hitting advertising and exploitation campaign for the world premiere of the picture at the Roosevelt Theatre in Chicago, this week. One thousand street cars and buses carry seven-foot banners, and all subway and elevated stations have been plastered with posters. A saturation showing of 24-sheet posters covers the city. Newspaper advertising for the opening alone will run to $10,000 above normal budgets. The pre-selling campaign for the Chicago area has been under the direction of Terry Turner, head of exploitation for RKO-Radio Pictures.

•

An estimated 200,000,000 impressions for Fred McMurray's new picture, "A Millionaire for Christy," will be made through a tieup with Royal Desserts, arranged by 20th Century-Fox. The star's picture will appear on packages of Royal Desserts, and special newspaper advertising in 309 leading dailies will add a 100,000,000 circulation. Over 5,000 radio spots, on 120 stations in 90 cities, will plug the attraction through September. Royal Desserts staff of 700 field men have an assignment to cover the retail outlets with window and store displays at the local level to coincide with theatre play-dates.

—WALTER BROOKS

Saunders Sets New Film Fan Paper

CARMEL, N. Y., Aug. 20.—Stephen Saunders, manager of the Carmel Theatre, today stated he will publish *Prevue*, a giveaway magazine devoted to motion pictures twice monthly beginning Oct. 1 with an initial run of 1,000,000 for free circulation to exhibitors and their patrons in the New England and Atlantic Seaboard States as far south as Virginia.

'Accent the Positive'

He declared his publishing keynote will "accent the positive." Editorial content will cover top product from all companies, biographies and articles, geared as far as possible to national and territorial release dates.

The size of *Quick Magazine*, "Prevue" will be published in two colors and, according to Saunders, will carry national advertising. He expects to attain national circulation in about a year when he anticipates a run of 4,000,000 copies per edition.

Arthur Breaks Away From Central States

MINNEAPOLIS, Aug. 20. — The 19-year-old pooling partnership between Tom Arthur and Central States has ended. Arthur has broken away from the Blank interests and has severed all connections with the pool of the Cecil, Palace and Strand theatres at Mason City, Ia., retaining management of the Cecil. Arthur has been managing all three of the houses.

Until last year, A. H. Blank was head of Central States, now under control of A. H.'s son, Myron. The circuit was independent of the elder Blank's Tri-States chain.

Arthur has been at the Cecil and its predecessor the Wilson for 47 years. He has appointed the B. and L. buying combine at Des Moines as buyer and booker for the house.

Short Subject

"Formosa"

(March of Time—20th-Fox)

March of Time brings to a close its series begun in 1935 with a study of Formosa. The subject follows the same pattern of presentation as its predecessors.

"Formosa" brings to the audience the background story of one of the key areas of the Orient. Caught by cameramen Peter Hopkinson are scenes of the island's industry, its people, soldiers and officials. Also shown is a sequence of Gov. Thomas E. Dewey conferring on the island with Generalissimo Chiang Kai-shek. It is a crisp and informative job. Running time, 17 minutes.

Rank Men Capture U. K. Drive Prizes

LONDON, Aug. 20.—Six out of nine prize winners in the British industry's Better Business Planning campaign, including winners of the first three prizes, are members of J. Arthur Rank's theatre organization. Awards will be made by the industry committee here on Wednesday.

First prize winner is F. J. Smidmore of the Gaumont Morecambe Theatre in Lancashire, who can choose between £750 ($2,100) cash or a two weeks' all-expense paid trip to Hollywood for two. His assistant will be awarded £75 and all members of his staff will receive one week's pay. Prizes to the other eight winners range from £500 to £100, with appropriate awards to their assistants and staffs.

Besides the six Rank winners, two are independent exhibitors and one is with Associated British Cinemas. Seven of the nine, including Smidmore, are members of *Motion Picture Herald's* Managers' Round Table.

The British box-office campaign was an outgrowth of the business drive outlined to showmen here last year by Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising and publicity, in connection with that company's "Movies Are Better Than Ever" campaign.

Gulf Allied Meeting Set for Dec. 11-12

NEW ORLEANS, Aug. 20.—The annual convention of Allied Theatre Owners of the Gulf States will be held Dec. 11 and 12 in the Roosevelt Hotel here.

Meanwhile, the local Allied unit is planning for complete cooperation by independent exhibitors of the Gulf States in the "Movietime U.S.A." campaign this fall. Directors voted full participation in the drive.

Two Philippine Films Acquired by Grinieff

Jacques Grinieff, film importer-exporter, returned to New York yesterday after a week-end round-trip flight to the Coast and disclosed that he acquired in Hollywood from producer Manuel Conde worldwide distribution rights to two pictures produced recently in the Philippines, "Seven Devils" and "Genghis Khan."

Watch Harrisburg,
Springfield,
Hartford,
Reading!

COLUMBIA PROVES EXHIBITORS RIGHT

"Different" Pictures Only Ones Now Doing Real Business Claim Top Showmen

"PICKUP", "MAGIC FACE" EXAMPLES CITED

Unusual Quality of Pics, Campaigns Credited for Outstanding B.O. Business

Swell in
Cincy!

Mobs in
Minneapoli

Boffo in Boston!

Pretty
in
Providence!

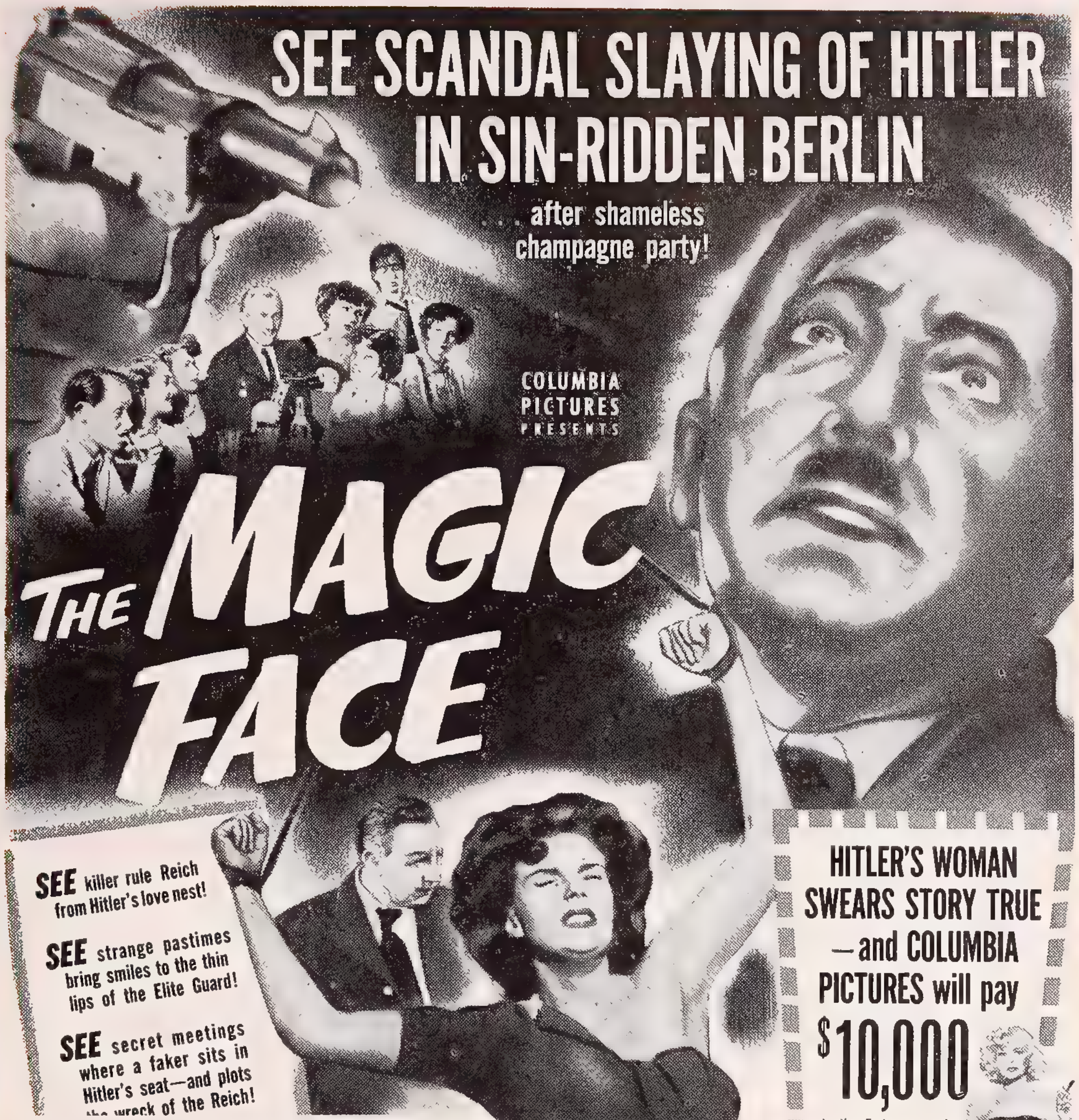
Socko in
Schenectady!

sock campaign!

A $10,000 stunt!

Murdered 'em in Memphis!

Sensational in Chicago!



SEE SCANDAL SLAYING OF HITLER IN SIN-RIDDEN BERLIN

... after shameless champagne party!

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THE MAGIC FACE

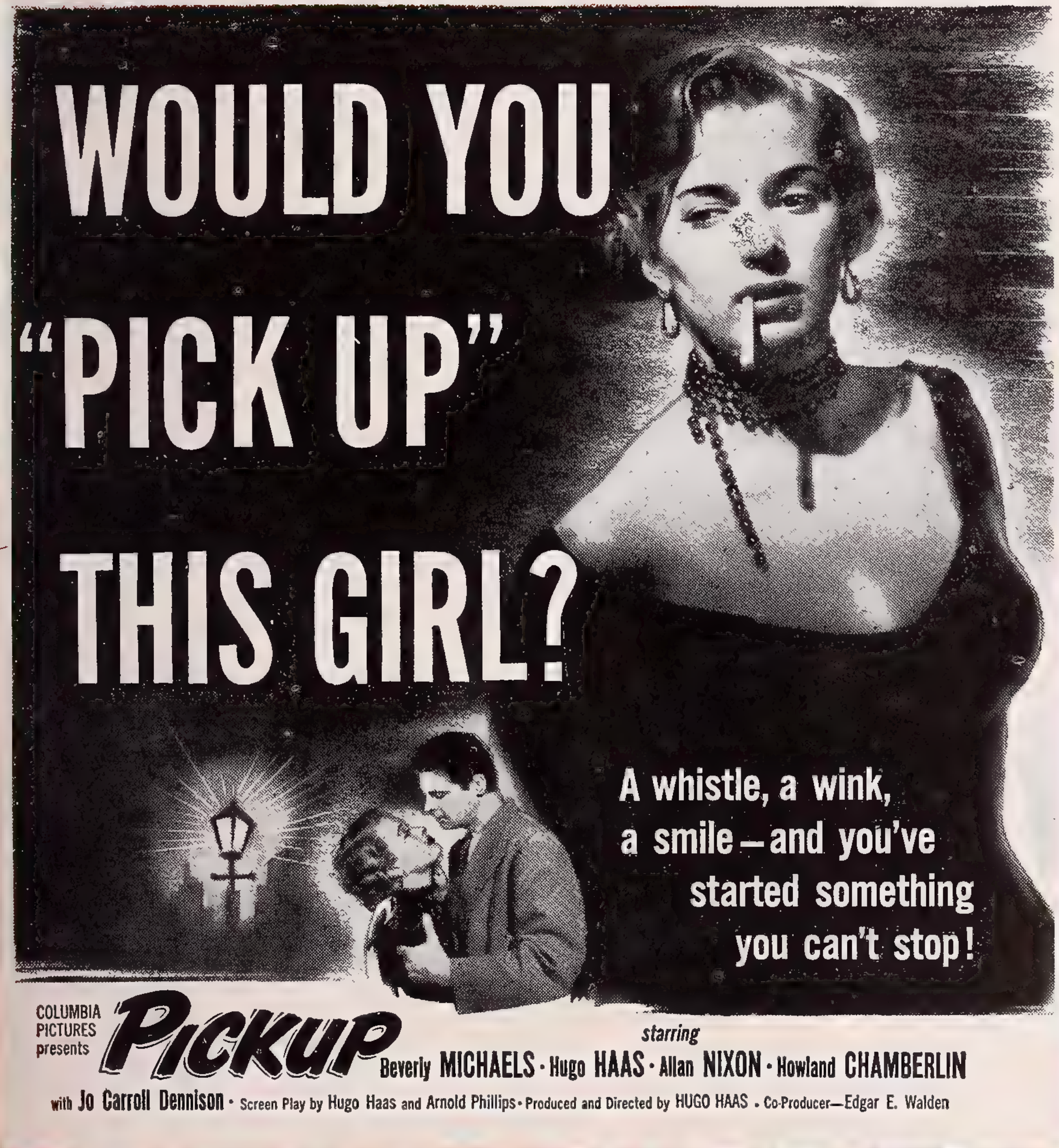
SEE killer rule Reich from Hitler's love nest!

SEE strange pastimes bring smiles to the thin lips of the Elite Guard!

SEE secret meetings where a faker sits in Hitler's seat—and plots wreck of the Reich!

HITLER'S WOMAN SWEARS STORY TRUE —and COLUMBIA PICTURES will pay $10,000 to the first person who can authentically disprove this amazing impersonation.

As told to WILLIAM L. SHIRER



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A whistle, a wink, a smile—and you've started something you can't stop!

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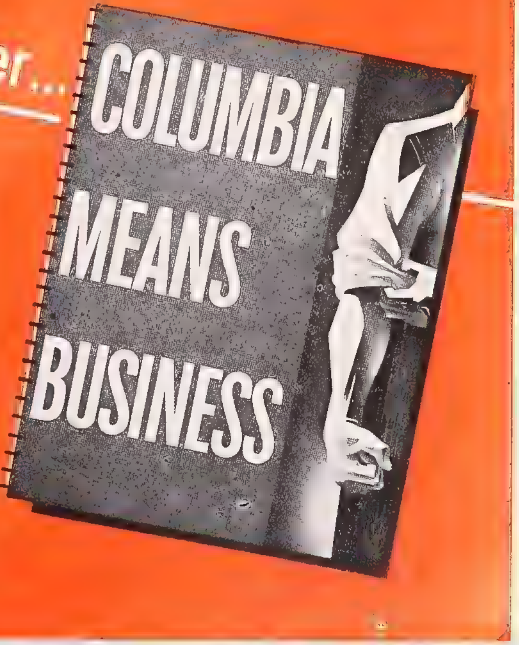
Bang-up in Buffalo!

Remember...



COLUMBIA MEANS BUSINESS

N. Y. Grosses

(*Continued from page 1*)

The house reopened Aug. 14 after having been shuttered since mid-June.

Off about $15,000 but still going strong is "Show Boat," together with a Russell Markert stage production, at Radio City Music Hall. With $83,000 registered between last Thursday and Sunday night, the Music Hall is due for about $136,000 for the fifth week, following a fourth week's take of around $150,000.

"Force of Arms" opened smartly at the Warner, with $30,000 recorded for the first week, when ended last night. First stanza for "Iron Man" is expected to give Loew's State a very sturdy $32,000. A favorable $25,000 is indicated for the first week of "The Law and the Lady" at the Capitol where "A Place in the Sun" will bow in on Aug. 28.

Still going strong at the Criterion is Walt Disney's "Alice in Wonderland" where the fourth week looks like a robust $32,000. Another gilt-edged performer is "That's My Boy" which, together with a stage bill topped by The Modernaires, is giving the Paramount a dandy $63,000 in a third stanza.

First Two Weeks

After each of the first two weeks brought grosses in excess of $18,000, "Oliver Twist" has sagged somewhat, but is still good, at the Park Avenue, with around $15,400 chalked up for the third week. At the Victoria, "Bright Victory" dipped from $22,000 in the second week to $14,000 in the third, but the latter figure is regarded as satisfactory.

"Jim Thorpe—All American" is scheduled to replace "Happy Go Lovely" at the Astor on Friday. Latter picture is due to finish with a slow $11,000 for the fourth and final week, plus two days. At the Trans-Lux 52nd Street, "Kind Lady" has dropped to $11,000 for the second week after racking up $15,800 for the first. "Secret of Convict Lake" is expected to give the Globe a modest $12,500 for the third week, while at the Mayfair, "No Questions Asked," which will be replaced tomorrow by "My Outlaw Brother," registered an unimpressive $8,000 for the final six days of a 13-day run. A satisfactory $7,000 is seen for the second week of "Tomorrow Is Another Day" at the Holiday.

"Tales of Hoffman" still is doing okay in its 20th week at the Bijou, with $10,500 indicated. The off-Broadway Sutton, which will open "The Medium" on Sept. 5, got a satisfactory $5,000 in the 21st week of "Kon-Tiki."

$12,000 for 'Sun'

HOLLYWOOD, Aug. 20. — Opening last Wednesday at regular prices at the Fine Arts Theatre, Paramount's "A Place in the Sun" tonight had surpassed the theatre's first-week record, with an indicated $12,000 in sight for the initial seven days. The previous top week was $9,485, chalked up by "Cyrano de Bergerac."

Backlog Helps

(*Continued from page 1*)

that first class first run theatres here lack the capacity to play Mexican pictures in the proportion and for the time the law demands. He stressed that foreign pictures are preferred by these theatres because they are the best money makers.

Reviews

"Bitter Springs"

(*Ealing Studios—Bell Pictures*)

A PRETTY interestingly-produced feature, well done, is this Australian-made subject from Ealing Studios "down-under," directed with care by Ralph Smart who also wrote the original story, the screenplay for which was written by W. P. Lipscomb and N. Danischewsky. It is a Michael Balcon production.

While this tale of pioneering sheep-raisers in Australia is somewhat akin to the stories of our own rugged Western pioneers, there is a pleasant difference in the scenery which is quite novel.

The Australian pioneers and their women folk of "Bitter Springs" meet, and eventually overcome, unfriendly terrain, hostile weather and resentful savages before they achieve the richer life afforded by the sparsely populated area of the Australian hinterlands.

Chips Rafferty moves inland with his family to claim a large tract of land granted to him by the government. Accompanying the group as hired hands are the droll Tommy Trinder and sober Gordon Jackson. When the party finally reaches their land, they discover it has only one water hole, the property of a local tribe of aborigines. Rafferty is belligerent toward the natives, and when they kill one of his sheep for food, he drives them off the land. They leave with Trinder and his son as hostages.

The aborigines return to the water hole and take possession. Rafferty's son has been killed and the family is dying of thirst when Trinder, who has managed to escape, comes to the rescue with Australian troopers, who swoop down upon the natives, much in the manner of the U. S. Cavalry arriving in the nick of time. Rafferty has learned a lesson. He realizes he must live in peace with the natives and the natives are permitted to stay and become absorbed into the economy of the ranch. There is a modest romance between Jackson and Nonnie Piper, Rafferty's daughter, which also comes to a successful termination.

Others in the cast are Jean Blue, Nonnie Piper, Charles Tingwell, Nicky Yardley, Michael Pate and Henry Murdoch.

Running time, 73 minutes. General audience classification. Release date, Oct. 1.

"The Highwayman"

(*Allied Artists*)

Hollywood, Aug. 20

DEVOTEES of colorful period piece featuring romance and swordplay will be well-satisfied with "The Highwayman," an excellent pictorial representation of the classic Alfred Noyes poem. Rich in the actional ingredients of its kind as the most exacting lover of romantic adventure could wish it to be, it is also a fully rounded, firmly told and dramatically important story, faithful to its origin and free of the expedient claptrap so often foisted upon audiences under cover of flashing blades and plot convenience. The film is a work of integrity as well as of entertainment, of mental as well as physical heroics, and the impact is intensified by this circumstance. The attraction figures to build attendance as the news of its innate merit spreads.

The Cinecolor camera portrays admirably the England of George II, whose American colonies are being exploited by his unscrupulous noblemen, headed by Charles Coburn and Victor Jory. Philip Friend portrays in stimulating fashion an honest nobleman who, posing as a highwayman, undertakes to thwart the efforts of his fellow courtiers to perpetuate the existing arrangement under which debtors are sent to the colonies under sentence as slave labor. Wanda Hendrix is charming as the tavern lass who aids him, finally giving her life to assure his safety, and Virginia Huston is effective as his former sweetheart, now married to the villainous Jory by imperial command. Performances throughout are top grade.

Jan Jeffries' script is a trim job, blending potent dialogue with clearly authenticated action, and the direction by Lesley Selander is among that veteran's best. It is a Jack Dietz production, produced by Hal E. Chester, wtih Bernard W. Burton as associate, and its commercial success appears guaranteed by its quality.

Running time, 83 minutes. General audience classification. Release date, Aug. 21.

"No Place for Jennifer"

(*Stratford Pictures*)

AN often touching story of insecure childhood touched off by divorce has been virtually spoiled for American audiences by very British accents and a glut of localisms. This British importation, although lacking the subtlety or excitement of some British films, may yet be appreciated by art house patrons. The film also provides a vehicle for a capable young actress, Janette Scott, the Jennifer of the picture.

Leo Genn and Beatrice Campbell, Miss Scott's parents, agree to and get a divorce, and begin the destruction of their daughter. She, muddled by divided loyalties, is temporarily happy with her father; but then is upset by his courtship and marriage to a teacher, Rosamund John. She does not want another "mummy." Virtually kidnapped by her mother, she finds again only temporary security. A court scene, in which father and mother battle for her possession, snaps her poise; she runs away, far away, to a childhood corner of safety, an attic room in the home of old friends of her parents. The escapade sobers her parents, who agree to leave her with these old friends, in whose place she really has a home.

An Associated British-Pathe film, from a screenplay by J. Lee Thompson, this is based on the novel, "No Differences to Me," by Phyllis Hambledon, produced by Hamilton G. Inglis, and directed by Henry Cass. Others in the cast include Guy Middleton, Megs Jenkins, Philip Ray and Jean Cadell.

Running time, 89 minutes. General audience classification.

Theatre TV

(*Continued from page 1*)

the year will be exceeded, it now appears.

An RCA spokesman expressed confidence that his company alone will install that number of large screen TV sets by the end of the year. He said that the prospects are good that present backlog of RCA orders, which are estimated to total almost 100, will be filled by then.

As previously reported, Paramount's intermediate system is meeting with acceptance from a growing number of exhibitors and it was learned yesterday that orders for about 10 sets are at the final confirmation stage. There, too, fall and early winter installation is promised.

Paramount's sales are expected to spurt once the present negotiations looking for the handling of sales and distribution of the TV equipment by theatre supply dealers are completed.

National Theatre Supply has already taken three or four orders for General Precision Laboratories' new instantaneous TV projector, even though the machine will not be officially unveiled until next month.

Though 20th Century-Fox created a stir by acquiring the CBS color television rights for its Swiss Eidophor system and 20th-Fox has promised a demonstration at an early date, it is not expected that Eidophor will be available to theatres for some months. Under terms of the 20th-Fox deal with the Swiss Federal Institute of Technology at Zurich, it is a year before the deadline when Eidophor is to be ready in perfected form. The original deal called for a projector capable of picking up and screening color telecasts. This phase was advanced last week by 20th-Fox's deal for General Electric to manufacture full-color, high-definition studio television equipment.

Another theatre TV system still in the offing is Skiatron Electronics' "Theatre-Vision," scheduled for demonstration this fall.

'Complacency' Hit In DuPont Report

A financial report concluding that "many of the industry's ills probably stem from the shortcomings of managements which had been lulled into complacency by the lush war years," is being circulated among managers of the Jamestown Amusement Co., Inc., E. C. Grainger, president of the Shea circuit, the parent company of the Jamestown Amusement Co., announced here yesterday.

The report, titled "Let's Look at the Movies," was prepared by the research department of Francis I. duPont & Co., financial house here. The condensation, circulated among the managers, states "as the longstanding television-motion picture controversy progresses, the pattern which seems to be emerging is one of amalgamation rather than the death of one and the rise of the other."

U-I Challenges

(*Continued from page 1*)

Senator Was Indiscreet," "Mr. Peabody and the Mermaid," and "Letter from an Unknown Woman."

Ask for Action On Proposal to Build Loop Parking Lots

CHICAGO, Aug. 20.—The Chicago *Sun-Times* has called for immediate action by the City Council on a proposal to build five city-operated parking lots close to the Loop because "the parking jam is strangling the loop's economic life." Many of the city's top theatre showcases are located in the area.

In 1947 the state gave Chicago permission to build municipal parking lots, and just a few days ago Gov. Stevenson signed a bill which would allow the city, without holding a referendum, to finance the project with parking revenue bonds which could be paid off out of parking fees.

With local transit fares going up and the shortage of parking space becoming more and more acute, some Loop theaters have made agreements with parking lots to obtain reduced parking fees for patrons but the situation is growing steadily worse. Although the city project has the backing of the State Street Council and the Chicago Association of Commerce, pressure apparently is being put on the City Council by certain private interests to prevent the plan.

Another Drop in Coast Production

HOLLYWOOD, Aug. 20.—The production index has dropped six more points, to a total of 37 pictures in work. Five new pictures were started while 11 were completed.

Started were: "Brave Warrior" and "Sound Off," Columbia; "Lone Star Lawman," Monogram; "Colorado Sundown," Republic; "Son of Ali Baba," Universal-International. Completed were: "The Hawk of Wild River,' Columbia; "Thy Neighbor's Wife" (Hugo Haas Productions) and "Jack and the Beanstalk," Independent; "Ghost Raiders" and "Elephant Stampede," Monogram; "Warbonnet," Paramount; "Oklahoma Annie," Republic; "Day Without End" (Filmakers), RKO Radio; "Lydia Bailey" and "Viva Zapata," 20th Century Fox; "The Big Trees," Warner Brothers.

Pioneers Further Plans for Dinner

Plans for the annual Motion Picture Pioneers dinner to be held at the Waldorf-Astoria Hotel here in November were discussed at a luncheon meeting at the 20th Century-Fox home office dining room yesterday, at which Spyros P. Skouras was host.

Committees for the dinner were appointed and are scheduled to be announced later. Further discussion of a Pioneers' foundation also was held.

Four Exploiteers to Handle "Hoffman"

Four exploiteers have been assigned to cover expanding key city engagements of "Tales of Hoffman," by Leon Brandt, Lopert Films advertising-publicity director. They are: John Thompson, Cleveland; Arthur Manson, Pittsburgh; Walter Munroe, Atlanta; Irving Paley, New Orleans.

Review

"Chain of Circumstance"

(Columbia)

THE SERIES of melodramatic events that befall a young couple following the adoption of an infant are recounted in routine fashion in "Chain of Circumstance." Exploitation-minded showmen can work the adoption angle into good promotional material. The cast is a little-known one, and the story in general is lacking in freshness.

Richard Grayson and Margaret Field share the lead as the married couple who acquire a little girl from an orphanage on a year's probation. Grayson, who is employed by a jewelry company, is a good-hearted fellow, and to help a fellow employee out, he assists her in pawning a ring. A short time later the girl disappears and it is discovered that the ring was stolen.

Matters worsen when the girl is found poisoned and the chain of circumstances points suspiciously to Grayson. It looks as though Grayson will lose his job and also face murder charges despite his protests of innocence.

In a desperate, last-minute effort to clear himself, Grayson and his wife canvas all the pawnshops to establish the vital point that the deceased girl had previously attempted to pawn the ring. By sheer luck they hit upon some evidence which leads to the girl's boy friend. This in turn leads to a letter written by the girl to the boy in which the error of her ways is disclosed and admission of her intended suicide made.

Thus all ends happily, and the baby which had been taken back by the adoption society is returned to the couple.

Made with the cooperation of *True Story Magazine*, the film was produced by Wallace MacDonald, directed by Will Jason and written by David Lang.

Running time, 68 minutes. General audience classification. August release.

M. H.

DuMont Files TV Allocation Plan

WASHINGTON, Aug. 20.—The DuMont Television Network has filed its "National Television Allocation Plan" with the Federal Communications Commission, although the network had until Aug. 27 to file.

DuMont claims that its system of channel allocations is far superior to FCC's own proposal. DuMont says that its plan would provide 2,129 stations in very high frequencies and ultra high frequencies, compared to only 1,916 stations under the FCC system. DuMont also claims that 1,528 communities could have stations under its plan, while only 11 communities would be served by one or more TV stations if the FCC allocates channels as it now proposes to do.

First Theatre TV For Southern Ohio

SPRINGFIELD, O., Aug. 20. — Arrangements have been completed for the installation of TV at the Regent, unit of the Springfield Theatres Co., which will be the first house in Southern Ohio to take this action. The system is expected to be in operation by Jan. 1, although connections with the A. T. and T.'s coaxial cable will not be possible for approximately six months thereafter, according to Michael H. Chakeres, general manager of the circuit.

Judy Canova Takes Premiere to 'Fans'

LONDON, Aug. 20. — The London premiere of Republic's first Trucolor production, "Honeychile," will be held in the 1,800-seat suburban Essoldo Theatre, rather than in London's West End, because Judy Canova, star of the film, prefers to make a personal appearance before the type of audience to whom her films make the greatest appeal. A West End booking had been offered her.

Herbert J. Yates, Republic president; William Saal and Richard Altschuler are here and will attend the premiere.

Pact Parley Opens Nationwide TV

Coast-to-Coast television will get under way on Sept. 4 with the Japanese peace treaty conference in San Francisco as the subject. The starting date is almost a month ahead of the original plan, as a result of the State Department's desire that TV cover this historic event.

The four major networks, ABC, CBS, NBC and DuMont, will telecast President Truman's address at 9:30 P.M. on Sept. 4.

Republic Sells

(*Continued from page 1*)

Sept. 1 according to Tom Corradine, station executive. The deal permits the station to televise each film twice within a year.

The largest sale of theatrical pictures ever made to television by a major film comapny conveys 23 Red Ryders, starring Bill Elliott, 13 frontier series with Don Barry, 13 Sunset Carsons, 26 Three Musquiteers, 26 other Westerns, the same number of general-features of various kinds, and 48 half-hour serial episodes.

Films have been re-edited, rescored, and new prints were furnished. The American Federation of Musicians requirement that five per cent of the gross sale price be paid into its fund has been complied with, and KTTV will contribute a like percentage of the profit it may obtain from selling the films to sponsors.

Corradine declared he expects a lively demand from sponsors, because "this gives us the consistency the television station needs. Now we can place a Red Ryder picture, for instance, in homes at a given hour on a given day every week for 26 weeks, providing the advertising consistency sponsors require."

The deal was made by Hollywood Television Service, a Republic subsidiary set up early this year for such purposes.

Republic president Herbert Yates and his executives declined comment.

Corradine said no films acquired were produced later than 1947.

No Roy Rogers or Gene Autry films are included.

NEWS in Brief . . .

WASHINGTON, Aug. 20. — Joe E. Brown was awarded the "Certificate of Appreciation" at the Pentagon Building for his "outstanding and patriotic service to the Department of the Army" in bringing "happiness and entertainment to the soldiers of the United States Army" in war and peace.

Making the award, which goes only to civilians contributing outstanding services to the Army, was Army Secretary Frank Pace, Jr.

●

CHICAGO, Aug. 20.—An urgent letter to all members of Illinois Allied, regarding the proposed exemption of religious, fraternal and charitable organizations from payment of Federal amusement taxes, has been sent out by Jack Kirsch, president of Illinois Allied.

In the letter Kirsch outlines the unfair aspects of the proposed legislation, which also would grant tax exemption to theatres operated by so-called "non-profit" organizations, and requests that all members send telegrams to the Senators from Illinois, Paul H. Douglas and Everett M. Dirksen, urging them to exert their influence in having the unfair and discriminatory provisions stricken from section 402 of H.R. 4473 or in granting to motion picture theatres equal treatment through being included in the exemptions.

●

Irene Dunne has accepted a special invitation from the Italian government to attend the International Film Festival in Venice early next month. Accompanied by her husband, Dr. Francis Griffin, she will emplane from New York on Aug. 29 and proceed to Venice after a brief stop in Paris.

Representing the Motion Picture Association of America at the celebration will be John G. McCarthy, MPAA vice-president in charge of international affairs, now touring the Continent on film business.

●

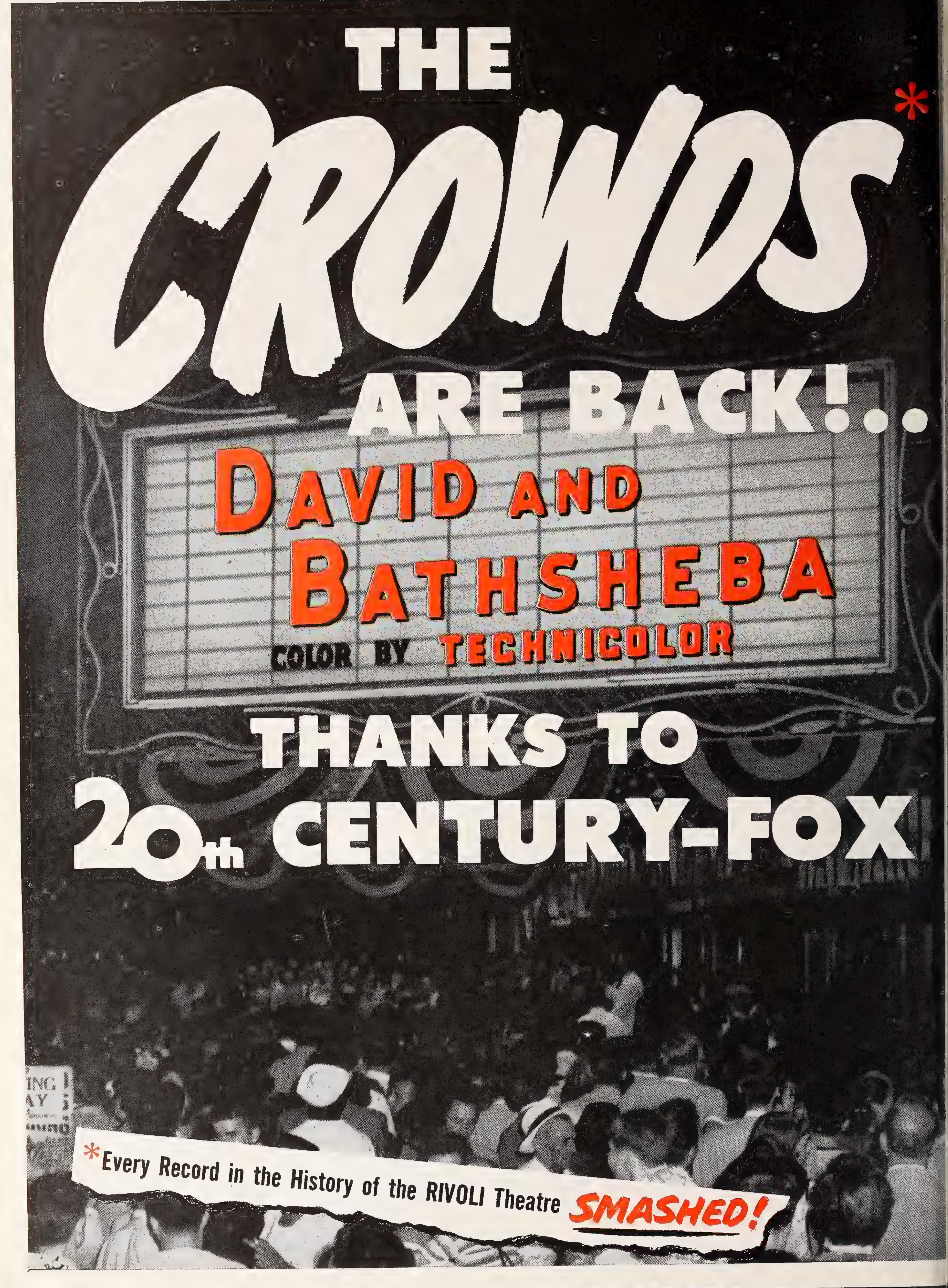
SEATTLE, Aug. 20.—Walter T. Coy was named defendant in four percentage actions filed here by United Artists, Warner, 20th Century-Fox and Loew's, alleging under-reporting of receipts on percentage pictures exhibited at the Center Theatre in White Center and the Hi-Line in Evansvale, both in Washington.

Paul Fetterman of the Seattle law firm of Helsell, Paul and Fetterman represents the distributors with Sargoy and Stein of New York of counsel.

●

SEATTLE, Aug. 20.—Charles Crickmore has been elected chairman of the Seattle Board of Theatre Supervisors, succeeding Bernard Reiter. Reiter will remain on the board.

Arnold R. Beezer was named vice-chairman, Jay T. DeFriel was reelected treasurer and Mrs. Ernest Kummer was reelected secretary. Other members of the board who are appointed by the Mayor to maintain standards of decency in public entertainment are: Morrison Campbell, Mrs. Charles G. Miller, Mrs. Victor L. Nutley and Mrs. Francis P. Rogers.



THE CROWDS* ARE BACK!..

DAVID AND BATHSHEBA

COLOR BY TECHNICOLOR

THANKS TO 20th CENTURY-FOX

*Every Record in the History of the RIVOLI Theatre SMASHED!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 37 NEW YORK, U. S. A., WEDNESDAY, AUGUST 22, 1951 TEN CENTS

Films Begin Bond Drive Defense Role

Undertaken as Commerce Studies 'Essential' Bid

While awaiting Secretary of Commerce Charles Sawyer's action on the Council of Motion Picture Organizations' appeal of the Commerce Department's exclusion of the industry from the category of "essential activities," the industry yesterday actively identified itself with the bond-selling aspect of defense activity.

As part of a planned concentrated industry effort in behalf of the bond drive during September and October, a series of special full-page newspaper advertisements have been prepared featuring statements by Clark Gable, Marlene Dietrich, Jimmy Stewart and Eddie Cantor.

Striking the keynote "Defense Is Our Job, Too," the newspaper appeals will ask support for America's fighting men and will be illustrated with

(*Continued on page 6*)

Five Will Promote Israel Bond Drive

Four leaders of the industry will head the amusement division of the $500,000,000 State of Israel bond issue and are now organizing an intensive drive to help the young state achieve economic independence

(*Continued on page 6*)

1,247,967 Warner Shares Tendered

Warner Brothers reports that a total of 1,247,967 shares were validly tendered as a result of its invitation to tender stock. The tenders were made at such prices that all stock tendered at under $15 a share, and approximately 34 per cent of the stock tendered at $15 a share will be purchased. Notice of acceptance or rejection of stock tendered will be mailed within a few days to the stockholders.

Some $15,000,000 had been allocated by the company for the purchase of the stock.

'No-Tax' Bill for Servicemen Passed

Washington, Aug. 21.—The Senate yesterday passed and cleared for the President the bill waiving the Federal admission tax on tickets issued free of charge to servicemen in uniform. The bill passed the House earlier.

Winikus Is Named Youngstein's Aide

Francis M. Winikus, advertising manager of United Artists since 1947, has been appointed assistant national director of advertising, publicity and exploitation by Max E. Youngstein, vice-president and national director of advertising, publicity and exploitation.

Francis M. Winikus

Winikus, whose appointment is effective immediately, also will retain his post as head of the company's advertising department.

Winikus joined United Artists as an advertising copywriter in 1946.

(*Continued on page 6*)

U. A. to Meet On '51-52 Film

William J. Heineman, United Artists sales vice-president; Max E. Youngstein, vice-president and national director of advertising publicity, and Bernhard G. Kranze, executive assistant to Heineman will leave New York on Friday for a series of one-day sales meetings with district and branch managers in Chicago, on Aug. 25; San Francisco, Aug. 27, and New Orleans, Aug. 29. A fourth one-day meeting will be held in New York on their return, on Aug. 30.

The sales meetings, first since UA's "Blueprint for Tomorrow" national sales convention, will set in motion merchandising and sales plans for UA's pro-

(*Continued on page 6*)

U. A. Operations Continue in Black

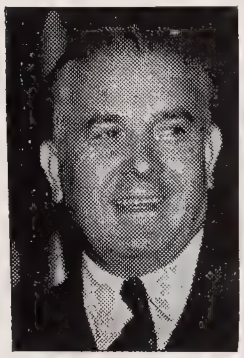
United Artists completed its 10th consecutive week in the black last Saturday, figures just compiled for the period reveal. Profit prospects for the ensuing 10 weeks are regarded as excellent.

The company's gross recently has been running in excess of $350,000 weekly which, at an approximate average of 30 per cent in distribution fees would give it a return of around

(*Continued on page 6*)

Machinery Set Up for Fund Drive of Picture Pioneers

At a full organizational meeting of the fund committee of the Foundation of the Motion Picture Pioneers, held in the 20th Century home office, with Spyros P. Skouras as host, personnel of a general committee was announced as well as chairmen and co-chairmen for various subcommittees which will operate for a fund-raising project to be announced shortly, and which fund will be used to aid and rehabilitate needy industry veterans.


Spyros P. Skouras

The annual banquet of the Picture Pioneers will be held in mid-November.

Honorary chairman of the Foundation Fund committee is Adolph Zukor, with Skouras as acting chairman. Co-chairmen include Barney Balaban of Paramount; Nicholas Schenck, Loew's Nate Blumberg, Universal-International; Ned Depinet, RKO; Albert Warner, Warner Brothers; Herbert Yates, Republic; A. Schneider, Columbia; Steve Broidy, Mono-

Adolph Zukor

(*Continued on page 4*)

Levy of TOA Warns Bidding Courts 'Chaos'

Distributors Must Set Up Other Systems, He Holds

Herman M. Levy, general counsel of the Theatre Owners of America, yesterday attacked competitive bidding as a "Frankenstein monster that threatens to drive the industry into chaos."

Levy declared that "since competitive bidding is not compulsory, it behooves distribution to terminate its use except where it is desired and requested by exhibitors, and to adopt some less chaotic system of licensing product."

In a statement released in New York by the TOA, Levy held that the claim that competitive bidding is compulsory, or that it is employed for the purpose of avoiding litigation, or both, "constitute, in general, distribution's rationale in attempting to justify the further nourishment" of competitive bidding. "Today," he went on, "compe-

(*Continued on page 6*)

Senate Comm. Cuts Overseas Program

Washington, Aug. 21.—The Senate Appropriations Committee today cut $52,000,000 from the $115,000,000 requested by the Administration for the State Department's overseas information program during the 1952

(*Continued on page 4*)

'David' Sets 10-Year Record at Rivoli

With an estimated gross well in excess of $80,000 assured last night for the first week of "David and Bathsheba" at the Rivoli Theatre here, every record at the house for the past 10 years has been broken, Montague Salmon, managing director of the theatre, stated.

Earlier records were set by "Frenchman's Creek" in 1944 and "Two Years Before the Mast" in 1945. "David and Bathsheba" will begin its second week at the Rivoli today, it was said.

Personal Mention

EDWIN W. AARON, 20th Century-Fox's Western sales manager, will return here today from a week in his territory.

•

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, visited in Washington yesterday with President Truman. The SIMPP president will be in New York today.

•

D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, will return to New York Monday from a vacation in Westchester County.

•

Emanuel Halpern, of the staff of Sargoy & Stein, announces the birth of a son, Steven Lon, at the Beth El Hospital in Brooklyn.

•

Charles Amory, vice-president and general manager of Souvaine Selective Pictures, has returned from a trip through the South.

•

L. C. Montgomery, Jr., son of the New Orleans theatre operator, will be married on Sept. 8 to Anne Warren, of Jacksonville, Fla.

•

Frank N. Phelps, director of Warner's labor relations, left New York for Washington yesterday.

•

Arthur Krim, United Artists president, will return here from Hollywood early next week for a brief visit.

•

Murray Silverstone, president of 20th Century-Fox International, has returned to New York from Europe.

•

William C. MacMillen, Jr., president of Pathe Industries, is vacationing at Saratoga Springs, N. Y.

•

Sam Galanty, Columbia's Mid-East division manager, left Washington yesterday for Cincinnati.

•

Sam Forgotson of Si Seadler's advertising staff at M-G-M here, is in the Berkshires for a vacation.

•

Charles Skouras, president of National Theatres, has returned to the Coast from New York.

•

Charles Dietz, M-G-M field press representative, is here from Detroit.

•

Dan Terrell, M-G-M exploitation chief, is vacationing in Delaware.

Brecher Has New Scarsdale House

"This is not a time for retrenchment, but rather a time for expansion," Leo Brecher said here yesterday in announcing the imminent opening of a new house, the Plaza-in-Scarsdale, Westchester, the seventh in a string of theatres which he operates. His views contrasted with the pessimistic views recently expressed by *Life* magazine.

Phonevision Scares Movies, Says *SEP*

The prospect that Phonevision may make E. F. McDonald, Jr., president of Zenith Radio, the most powerful individual in the entertainment field, "scares both the movie and television industries," Victor Ullman writes in the current issue of the *Saturday Evening Post.*

In an article titled "What About Pay-as-You-Look TV?" Ullman says last winter's Chicago Phonevision experiment proved that pay-as-you-look TV is not a substitute for movies, sports events or television, but an addition to all of them.

The Chicago experiments are still being studied by the Public Opinion Research organization, which has not yet made a report to the Federal Communications Commission.

Blumenstock Back From Ad Confabs

Sid Blumenstock, Paramount's Assistant director of advertising publicity, has returned here from a trip to the Coast where he covered the Los Angeles and San Francisco premieres of George Stevens' "A Place in the Sun."

While in Hollywood, Blumenstock conferred with studio executives on advertising plans for forthcoming Paramount product, and viewed two pictures which will close out the release schedule for 1951. They are the William Pine-William Thomas production of "Hong Kong," and the Bob Hope-Hedy Lamarr comedy which will be titled by the public in a coast-to-coast poll. Both are set for general release in December.

Warner Holds Second Of 'Thorpe' Openings

Oklahoma City, Aug. 21.—Warner Brothers' production of "Jim Thorpe—All American," starring Burt Lancaster, Charles Bickford, Steve Cochran and Phyllis Thaxter, had another premiere opening at the Warner and Midwest theatres tonight in the second of its scheduled three-city premieres. The first was last night at four theatres in Muskogee, Oklahoma. The third premiere will be held Thursday evening at the Carlisle Theatre in Carlisle, Pa.

The highlight of the premiere festivities this evening was a large all-Indian parade which attracted thousands of onlookers along its route to the premiere theatres.

Morton Hyman Funeral

Chicago, Aug. 21. — Services for Morton Hyman, 67, former vaudeville star and for the past 25 years a theatrical booking agent, were held here Friday. Hyman had been in poor health for some time before he died last Wednesday in his home. He is survived by a brother, Sam.

Cowan Joins Nevins

Phil Cowan, film publicist, has joined the staff of Bert Nevins, Inc., public relations firm. Cowan was formerly with Eagle Lion Classics and United Artists.

BBC, *Coronet* Give Industry Its Due

The Motion Picture Association is circulating an enthusiastic tribute to Hollywood's creative leaders paid in a recent broadcast by Alistair Cook for British Broadcasting Corp.

Reporting in his broadcast on a Hollywood visit, Cook said of certain Hollywood writers, producers and directors: "I realized . . . that these men have more talent in their little fingers than all the sensitive journalists and foreign writers who come through in a year, stay three weeks, and go back to write a powerful series of pieces on the vulgarity, the absurdity, the tragedy, the artistic bankruptcy of Hollywood."

MPA also puts the industry on notice that a 16-page supplement, "Milestones in Movies," will be published by *Coronet* in the issue out this week, "paying tribute to the genius and adaptability of the American motion picture industry."

"During the 50-year development of the films, it seemed that every fresh approach and treatment had been tried," says *Coronet*. "Invariably, the restless, creative minds of the industry have opened up unexplored fields.

"The new approach, the novel idea, is the keystone of movie greatness—the basis for its faith in the future."

Berle Is Aiming at Martin-Lewis Record

Chicago, Aug. 21. — Milton Berle, out to break the Chicago Theater record of $119,000 for a week, set by Dean Martin and Jerry Lewis recently, is bringing Dagmar, TV star of "Broadway Open House," and the entire cast of the show appearing with him at the Roxy in New York for his personal appearance here starting Friday, Aug. 31.

Berle has declared his willingness to do eight shows a day, if necessary, to top the Martin and Lewis mark. No official decision has been announced as yet but it is believed that B. and K. will set a top price of $1.25 for Berle's appearance here. "Rich, Young and Pretty" will be on the screen at the Chicago that week.

Plaque Will Cite First Feature Film

Hollywood, Aug. 21. — A plaque marking the site where the first feature-length motion picture, "The Squaw Man," was filmed 38 years ago will be placed at Vine St. and Selma Ave. on Sept. 5, to commemorate the event.

Samuel Goldwyn, Jesse L. Lasky and Cecil B. DeMille will assist in the dedication.

Dickstein Life in Films

"American Defender," biography of former Congressman and now Supreme Court Justice Samuel Dickstein, has been purchased by Broadcast Pictures from Dorothy Warner, its author, by Broadcast Pictures, headed by Joseph Steiner, for feature production in the East. Miss Warner and Elias Joseph will write the screenplay.

Newsreel Parade

THE arrival here of Sister Kenny and the death of William Randolph Hearst are highlighted in current newsreel issues. Other items include Free India marking a birthday and various sporting events. Complete contents follow:

MOVIETONE NEWS, No. 68 — Flying daredevils. Junk-yard claims Hitler's yacht. Sacred Greek soil brought to the U. S. Sister Kenny ill. "Miss New York City". Premiere of "David and Bathsheba." English channel swimmers. Randy Turpin arrives. Water skiing.

NEWS OF THE DAY, No. 302—Egyptian victor in Channel swim. Last tribute to Hearst. Plea for the handicapped. Air show thrills. Indians honor Alexander. Turpin here for Robinson bout. Junior rodeo.

PARAMOUNT NEWS, No. 105 — F-86 wins Bendix race. Free India marks a birthday. Italy cheers arrival of "G.I.'s" Bull fighting in Madrid. The big Channel derby. Water skiing precision.

TELENEWS DIGEST, No. 34A—Berlin: Red youths start trouble. U. S. wheat arrives in India. Hearst funeral. Turpin arrives here. Paddleboat race. Detroit: Bendix racers break records. Eighteen finish Channel swim.

UNIVERSAL NEWS, No. 484—Air races. Hitler yacht dismantled. Portugal's new president. Sister Kenny arrives. Truman's plea for the handicapped. All-star football game. Junior rodeo. Randy Turpin arrives.

WARNER PATHE NEWS, No. 3—Murder in the OSS. Joe E. Brown gets Army award. Truman's plea for the handicapped. Sister Kenny arrives in the U. S. Last rites for Hearst. English Channel race. National air show. Browns swamp All-Stars.

Marks to Distribute Three Israel Films

Elias Marks, head of Jewish Film Distributors, reports that he has completed negotiations with Carmel Films, Ltd. of Israel for the distribution of a series of features produced in Israel in 1950 and 1951. The films will include two full-length documentaries, a regular feature and a series of short subjects.

The first of the films, a documentary tentatively entitled "Rebirth of A Nation," will have its American premiere at the Stanley Theatre here in September.

Theatre Benefits For Flood Victims

Chicago, Aug. 21.—Exhibitors in many Mid-western and Southern states are staging benefit shows and audience collections to aid the Kansas flood victims, according to Irving Mack of Filmack Trailers.

Special trailers announcing midnight benefit shows with all proceeds earmarked for local Red Cross flood relief funds, and other methods of fund raising, are being used by theatres in Texas, Arkansas, Missouri, Kansas and Illinois.

'Rhubarb' to Meet Press

There will be a press reception in honor of "Rhubarb," the "millionaire" tomcat who will "inherit" the Brooklyn Dodgers tomorrow, at 12:30 P.M. in the Hotel Grenada, Brooklyn, at which time "Rhubarb" will also be introduced to the other members of New York's cat "aristocracy."

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"THE GREAT CARUSO"

GREAT!

"97% Will Recommend"

"SHOW BOAT"

GREATER!

"98% Will Recommend"

"AN AMERICAN IN PARIS"

GREATEST!

"98.1% Will Recommend"

Yes, the audience-reaction poll by Film Research Surveys gives "AN AMERICAN IN PARIS" the highest "Will Recommend" mark in the history of M-G-M musicals. A typical neighborhood audience at the Loew's 72nd Street Theatre Sneak Preview last week confirmed all the advance word-of-mouth about M-G-M's magnificent new Technicolor musical. This mighty attraction will have its World Premiere at Radio City Music Hall. Watch! Wait! Again M-G-M gives your industry something to be proud of!

TIP-OFF! Also screened at the Preview: "Car of Tomorrow" an M-G-M Technicolor cartoon short subject. A riot! Get it fast! Produced by Fred Quimby.

M-G-M Presents
"AN AMERICAN IN PARIS"
To The Music Of
GEORGE GERSHWIN
Starring
GENE KELLY
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St. Louis, Albany Will Meet for 'Movietime' Drive

Two more key exchange territories, St. Louis and Albany, N. Y., have set meetings to organize for the "Movietime U.S.A." fall drive, sponsored by the Council of Motion Picture Organizations. In addition, it was announced from Indianapolis that first-run theatres there will delay their openings until noon today so that all employes can attend the campaign meeting in Keith's Theatre there this morning.

In St. Louis, exhibitors and salesmen will meet in the Missouri Theatre on Friday morning according to word received here by Robert J. O'Donnell, national campaign director, from Tom Edwards, president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Publicity for the St. Louis meeting and subsequent activities is being handled by a committee composed of Frank L. Plumlee, Ritz Theatre, Farmington, Mo.; Russell Bovim, Loew's State, St. Louis; A. B. Jefferis, Jefferis Theatre, Piedmont, Mo.; and Robert Johnson of Fanchon and Marco, St. Louis.

In Buffalo, national director O'Donnell will definitely address the exhibitor-distributor "Movietime U.S.A.", slated for Sept. 10 in the Erlanger Theatre. William Brereton, chairman of the publicity committee, is preparing letters to be mailed to every exhibitor in the territory outlining plans for the meeting. According to preliminary plans, following the morning session, a luncheon will be held in Variety Club headquarters before the afternoon session convenes in the Erlanger, which has been made available by William Dipson, executive vice-president of Dipson Theatres, who is also exhibitor chairman of the drive in the Buffalo area.

Today's Indianapolis meeting will be addressed by O'Donnell and Arthur L. Mayer, COMPO executive director. Meanwhile, Maurice Brazee, city manager for the Greater Indianapolis circuit, and Earl Cunningham, general manager of the Fountain Square group, have been named exhibitor co-chairmen of the Indianapolis zone.

SALT LAKE CITY, Aug. 21.—At the the request of Arthur Mayer, a permanent committee was set up Tuesday to conduct the Salt Lake exchange area's "Movietime, U.S.A." campaign. Ralph Trathen, of Associated Amusements, who had been named chairman, was named permanent chairman; Helen Garrity, of Intermountain Theatres, was chosen publicity chairman; Howard Pearson, trade press representative, was selected secretary, and Sam Gillette, independent exhibitor, was named treasurer.

Ralph Davison, RKO branch manager, was named chairman of a subcommittee of branch managers, and is expected to meet with branch managers within the next two days to map plans for salesmen to go into Montana, Idaho, Utah and parts of Wyoming and Nevada to acquaint exhibitors wtih the purposes of the campaign.

Tentative plans were discussed for placing publicity and increasing advertising space in newspapers.

BOSTON, Aug. 21.—More than three hundred exhibitors and distributors attended a luncheon meeting here today at the Hotel Bradford called by Samuel Pinanski, Martin J. Mullin, Nathan Yamins and Edward X. Callahan. The meeting was addressed by Robert J. O'Donnell, national chairman of the Council of Motion Picture Organizations' "Movietime, U.S.A." drive, Arthur Mayer, executive vice-president of COMPO, and Robert Coyne, special counsel for COMPO.

It was the greatest gathering of its kind in Boston for many years, and it symbolized the complete unity between exhibitors and distributors.

ALBANY, Aug. 21.—A "crumbling group" who "got in during the lush days, built theatres and made a lot of money, but who started to cry when grosses dropped", are millstones around the neck of motion picture industry today, said Charles A. Smackowitz, Warner Theatres zone manager, during an address at the "Movietime U.S.A." organization meeting here.

Observing, "They never knew of the 1929 days", Smackowitz declared "these war babies should be knocked out of the box, or forced to adopt the right attitude toward a promotion like movietime."

Review

"This Is Korea"

(U. S. Navy-Republic)

A DRAMATIC, moving film, which has the impact of today's banner headlines, has been produced by the U. S. Navy in "This is Korea!" currently being released by Republic Pictures. Filmed by Navy and Marine Corps men under the able supervision of Rear Admiral John Ford, USNR (Ret.), the documentary-style film, done in Truecolor, should enhance the program of most theatres.

There are no name stars in this picture, just men of the Seventh Fleet and the First Marine Division, "your sons," as the anonymous narrator puts it, who fought and are fighting a tough battle to stem Communist aggression.

As the story unfolds, scenes of a peaceful Korea are flashed upon the screen, showing men and women with their children laboring to live a fruitful life. Then the deluge, the crossing of the 38th parallel, with its consequences, both to the native Koreans and the American men who were shipped to a strange and far-away land to beat back the aggressors. Although there are shots of such big-wigs as General Douglas MacArthur and Vice-Admiral Joy, this is a film mainly concerned wtih depicting the battle conditions of the ordinary soldier and sailor as he fights to gain a hill or is on duty aboard a Navy ship such as the *U.S.S. Big-Mo,* pounding Red forces.

The period of action, which also encompasses the Navy's air arm, stretches from what the men bitingly called "the advance backwards" to the Inchon landing and then back again to the 38th parallel. Particularly effective are the night bombardment scenes on the "Big-Mo."

Other high-points of the film are the touching plight of Korean children and the tragedy of masses of people uprooted from their homes by war. The audience will be brought closer to the front lines by this film, the profits of which will go to the Navy Relief Society and the Marine Corps Membership Fund.

Running time, 50 minutes. General audience classification. Release date, Aug. 10.

MURRAY M. HOROWITZ

Senate Committee

(Continued from page 1)

fiscal year. The motion picture and press and publication divisions bore the brunt of the cut, as the committee approved the full request of more than $25,000,000 for the broadcasting operation.

Exact figures were not available on the final amount voted for the film program by the full committee, but the sub-committee reports, which contained $7,000,000 less than the $63,000,000 approved by the full committee, showed a recommended $2,785,409 for motion picture operations abroad, as compared with the $13,074,035 in the budget.

Pioneers' Drive

(Continued from page 1)

gram; Arthur Krim, United Artists; William German, Brulator, Inc.; Herman Robbins, National Screen, and Judge Ferdinand Pecora.

Heading the sub-committee for ticket sales for the distributors is John J. O'Connor, Universal, with A. Montague of Columbia and William Heineman of United Artists named co-chairmen. Co-chairmen for the ticket sales committee for local exhibitors will be Si Fabian of Fabian Theatres and Sam Rinzler of Randforce, with the out-of-town exhibitors committee co-chaired by E. V. Richards and Charles Skouras. George Dembow of National Screen will be chairman of the ticket committee for suppliers and tradesmen, with Oscar Neu, Neumade Products; Allan Freedman, Delux Laboratories, and Charles L. O'Reilly of ABC Vending, as co-chairmen.

Harry Brandt of Brandt Theatres will be chairman of the entertainment committee, with Abel Green of *Variety* as co-chairman, and Y. Frank Freeman of Paramount will be chairman of the Los Angeles division of that committee, with Marvin Schenck of Loew's as co-chairman. Advertising and publicity will be headed by Paul Lazarus, Jr. of Columbia as chairman and Si Seadler of M-G-M as co-chairman, with Bernard Estes serving as coordinator.

Jack Cohen of Columbia and Brandt were named co-chairmen of a coordinating committee, while the trade paper committee will be headed by co-chairmen Martin Quigley and Jack Alicoate. Coordinating the efforts of organized labor will be a union committee headed by Richard Walsh of the IATSE, as chairman.

Name Goodheart

HOLLYWOOD, Aug. 21. — William Goodheart, Jr. and Jerry Fairbanks were appointed to the board of directors of Official Films, Inc.

Coming Events

Aug. 25—United Artists sales meetings, Chicago; **Aug. 27**—San Francisco; **Aug. 29**—New Orleans; **Aug. 30**—New York.

Sept. 4-5—Monogram-Allied Artists executive meeting, Muehlebach Hotel, Kansas City.

Sept. 12—Screen Producers Guild's first annual "Milestone Dinner," Hollywood.

Sept. 18-19—West Virginia Allied Theatres' Association annual convention, Daniel Boone Hotel, Charleston, W. Va.

Sept. 23-27—Theatre Owners of America annual convention and trade show, Hotel Astor, New York.

Sept. 24—"Movietime U.S.A." nationwide radio broadcast.

Sept. 24-26—Motion Picture Industry Council of Canada annual meeting, Mount Royal Hotel, Montreal.

SAG, Majors Will Negotiate Sept. 17

HOLLYWOOD, Aug. 21.—The major producers and the Screen Actors Guild today set Sept. 17 as the date for starting negotiations for a new contract. Demands, as disclosed by SAG a fortnight ago, include pay increases averaging 100 percent in some categories.

Carl K. Hittleman, who produced "Little Big Horn," and other films for Lippert Productions, today joined Universal-International under a long term exclusive contract as producer.

Tompkins Resigns As Churubusco Head

MEXICO CITY, Aug. 21. — Richard Tompkins has resigned after four years as manager of the Churubusco Studios here. He will visit New York and Hollywood shortly.

Though he stepped down as chief of the studios, Tompkins will continue to represent RKO Pictures and Cormex, S.A., at the plan for features, short subjects and television productions. His successor will be named at a forthcoming meeting.

UPT Unloads Another

BUFFALO, Aug. 21. — William P. Rosenow and William Brett, officers of Skyway Drive-in Theatres, Inc., will take over the operation of the Kenmore theatre in Kenmore, on Aug. 31, at which time United Paramount Theatres will relinquish its management of the house, which has been in its circuit for several years, ever since the split-up of the local Loew's and Paramount pool. The Shea circuit operated the Kenmore for many years. United Paramount will continue to hold the lease on the Kenmore building.

Manager Disappears

TORONTO, Aug. 21.—Ken Johnson, 40, manager of the Odeon Theatre, London, Ont., has "disappeared." Johnson, whose accounts were reported by police to be in good order, had parked his automobile at Windsor not far from the entrance to the tunnel leading to Detroit prior to his disappearance.

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Use

24

SHEETS

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NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY

U. A. to Meet

(*Continued from page* 1)

duct for the balance of the year and will begin advance planning for releases for early 1952.

Also on the agenda will be the planning of a national sales drive to be launched early in October, it was stated.

Early Fall Release

UA features scheduled for early fall release, which will receive attention at the meetings, include: Harry M. Popkin's "The Well," set for a September world premiere at Loew's State, New York; Jean Renoir's "The River," Kenneth McEldowney Technicolor production which will begin road show engagements in September; "Obsessed," starring Geraldine Fitzgerald and David Farrar, for release Sept. 7; "Mister Drake's Duck," starring Douglas Fairbanks, Jr. and Yolande Donlan, released Sept. 21 after premiere in Oak Ridge, Tenn.; the Yvonne de Carlo starrer, "Hotel Sahara," for Oct. 15 release, and "Mr. Peek-A-Boo," Joan Greenwood-Bourvil comedy to be released Oct. 21.

"Tom Brown's School Days" and "A Christmas Carol," British-made features recently acquired in a deal with Renown Pictures, will be released late in 1951.

Sales Program

Emphasis will be placed on a comprehensive sales program for the company's line-up for 1952 which UA president Arthur Krim has described as "phase two" in the revitalization of the company. Under this program fall such films as:

"The African Queen," Sam Spiegel production in Technicolor, starring Humphrey Bogart and Katharine Hepburn, directed by John Huston; "Another Man's Poison," Bette Davis, Gary Merrill, produced by Douglas Fairbanks, Jr., directed by Irving Rapper; "High Noon," starring Gary Cooper, produced by Stanley Kramer. Fred Zinnemann directs; "Saturday Island," starring Linda Darnell, produced by David E. Rose in Technicolor on the Island of Jamaica; "The Green Glove," Glenn Ford, Geraldine Brooks, Sir Cedric Hardwicke, directed by Rudy Mate; "Fort Defiance," starring Dane Clark, a Western in color; "The Big Night," John Barrymore, Jr. directed by Joseph Losey; "Chicago Calling," Dan Duryea; and "Learn to Love," Evelyn Keyes and Dennis O'Keefe, starred in a Benedict Bogeaus production.

Allocation in Greece Remains at $500,000

Washington, Aug. 21. — The Greek Government has allocated $500,000 for importation of U. S. films during the year ending next June 30, the same amount allocated last year, the Commerce Department reports.

The $500,000 will be made available in four quarterly installments of $125,000 each. The dollars are to be used first to cover out-of-pocket expenses and any balance can then be applied against royalties.

U. A. Operations

(*Continued from page* 1)

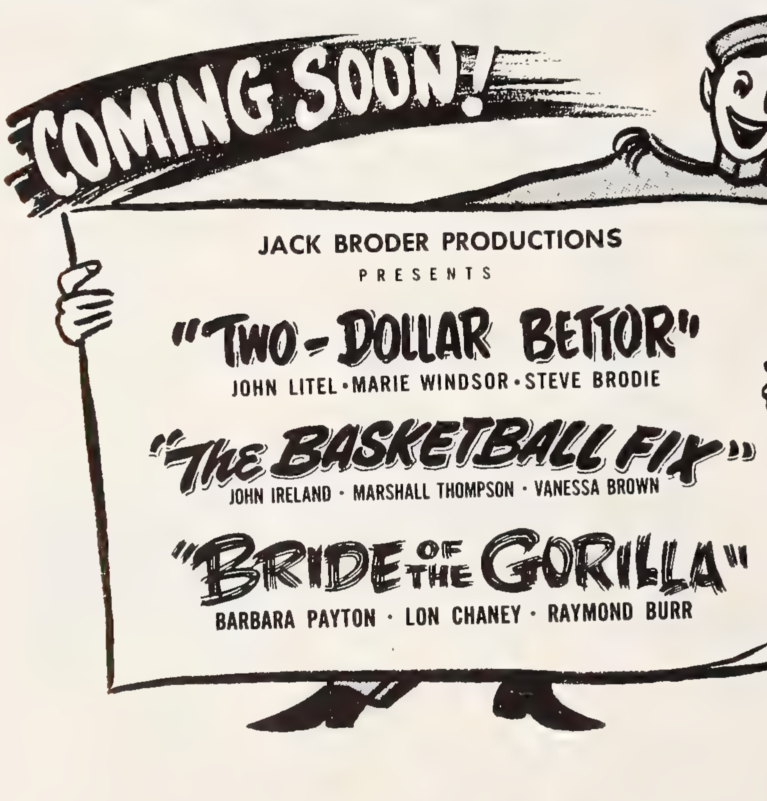
$100,000 weekly, for a net of $20,000 to $25,000 a week.

The rate of earnings still is insufficient to make certain a year-end profit for the company which would give the Arthur Krim-Robert Benjamin-Matthews Fox group and their associates ownership of 50 per cent of UA stock. However, earnings possibilities for the balance of the year, if fully realized, still hold out that prospect, it is understood.

Present Management

United Artists was deeply in the red when the present management took over last February. It struggled for another three months getting the wheels turning again, but made steady progress thereafter. If operations for the current year do not show a profit, the UA management has next year also in which to attain the objective, with an almost automatic renewal for 1953. In addition to the stock ownership, their management control is extended for seven years when a 12 months profit is shown, it is declared.

Krim, UA president, currently is in Hollywood where he is negotiating a second multi-picture deal for 1952 distribution, as well as individual product deals. The first multi-picture deal for next year was signed last week with Samuel Briskin and Sol Lesser, a partnership which may be joined soon by Edward Small.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PRESENTS
"TWO-DOLLAR BETTOR"
JOHN LITEL · MARIE WINDSOR · STEVE BRODIE
"THE BASKETBALL FIX"
JOHN IRELAND · MARSHALL THOMPSON · VANESSA BROWN
"BRIDE OF THE GORILLA"
BARBARA PAYTON · LON CHANEY · RAYMOND BURR

Levy Warns

(*Continued from page* 1)

titive bidding is almost the customary manner of licensing product, and in most instances, without request from exhibitors, and with no set of rules to govern it. With some distributors, a request for an opportunity to negotiate for a certain run, is automatically determined to be a request for competitive bidding."

He said competitive bidding was decreed by the U. S. Statutory Court as an alternative to divorcement and was subsequently discarded by the U. S. Supreme Court as such an alternative. He reiterated a position he took two years ago in court that the language in the then proposed Paramount consent decree could be used by distributors if they wanted to, to justify compulsory competitive bidding. He then pointed out that the court and counsel for the government and for Paramount stated at that time that "compulsory competitive bidding was not intended by the 'theatre-by-theatre' language, and that it did not mean that."

"Yet today," Levy maintained, that language is being used to justify compulsory competitive bidding.

The burden of formulating "less chaotic systems of licensing product" rests with distribution, and not with exhibition, Levy held.

"Until and unless distribution puts such systems to use, the charge against it, that it is, in many instances, employing competitive bidding for the sole purpose of obtaining increased film rental, stands unanswered," Levy said.

He said the recent Windsor-Walbrook decision offers one opportunity to distributors to depart from "the viciousness of competitive bidding where it is not requested by exhibitors."

Levy identified himself as among those who feel that the Windsor-Walbrook decision may well be in conflict with the requirement of "theatre-by-theatre" negotiating. "However," he added, "an important court has spoken to the contrary, and discussion of the point, therefore, is purely academic. If distributors refuse to follow the Windsor-Walbrook decision, where the same or similar facts exist, but seek instead to employ competitive bidding, the conclusion of bad faith is inescapable."

UA Names Amacher Acting Manager

KANSAS CITY, Mo., Aug. 21. — Ralph Amacher, former United Artists salesman in San Francisco, has been appointed acting branch manager for UA here due to the illness of branch manager William Troug. Before joining UA, Amacher was branch manager for Eagle Lion in San Francisco.

Charles Skouras' Offer

SAN FRANCISCO, Aug. 21.—Charles Skouras, in a gesture of goodwill to the U.S. State Department, has offered the United Nations Theatre here to delegates to the Japanese Peace Treaty Conference starting on Sept. 4. The State Department's acceptance is said to depend on the number of delegates expected.

Mexico Will Have A National Film Week

Mexico City, Aug. 21.—The film industry here has adopted the suggestion of Miguel Aleman, Jr., young son of President Miguel Aleman, that December 6 be observed annually as National Cinemaatographic Day, and is arranging for the yearly observance of National Cinematographic Week from Dec. 7 to 13. That week was celebrated before the war by the industry and the government usually in the late spring or early summer. Reviving it now in December is intended to tie in with Mexico's long Christmas season, Dec. 12 to Jan. 6.

Films' Bond Drive

(*Continued from page* 1)

large portrait photographs of the film stars.

Further planning of industry support for the drive is being conducted by a committee under the national chairmanship of Samuel Pinanski, president of the Theatre Owners of America.

In its appeal brief filed with the Department of Commerce on Aug. 4, COMPO reminded that "the machinery of the motion picture industry is available and ready for instant and continuing use for the country's good." The brief also pointed out that the motion picture "is the most potent medium for informing and persuading ever devised . . . its facilities and manpower become tools of defense and tools of war and should be so regarded."

Israel Bonds

(*Continued from page* 1)

through the sale of interest-bearing securities, it was announced here yesterday by Herman Gelber, division chairman, who is president of Local 306, IATSE.

Serving as co-chairmen with Gelber will be Barney Balaban, president of Paramount Pictures; Jack Cohn, vice-president of Columbia; Spyros P. Skouras, president of 20th Century-Fox, and Simon H. Fabian, head of Fabian Theatres.

Gelber's acceptance of the post of chairman for the Israel bond issue marks the first time that such a drive in the amusement field will be headed by a union leader.

Winikus Is Named

(*Continued from page* 1)

Before the war, he had served as a copywriter in the advertising department of Warner Brothers. He began his writing career as a sports reporter on the *Long Island Daily Press* and subsequently established himself as a radio writer for all four major networks.

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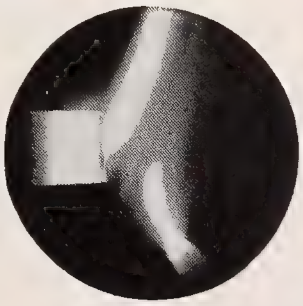

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HOUSTON—Biggest Opening Week in 6 Months
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SAN FRANCISCO—Fifth Week
LOS ANGELES—Two Weeks and Moveover
PHILADELPHIA—Three Weeks
BROOKLYN ALBEE—Two Weeks
MONTREAL—Second Week
SALT LAKE CITY—Second Week

RKO Metropolitan Circuit Skouras Metropolitan Circuit Randforce Circuit Century Circuit	Heldover All over

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Academy Award Winner
JOSÉ FERRER **Cyrano** de Bergerac
co-starring
MALA POWERS with William Prince • Morris
Carnovsky • Ralph Clanton • Produced by Stanley Kramer
Directed by Michael Gordon • Screenplay by Carl Foreman
Associate Producer George Glass • Music by Dimitri Tiomkin.

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FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 70. NO. 38 NEW YORK, U. S. A., THURSDAY, AUGUST 23, 1951 TEN CENTS

Distribution Heads At Allied Parley

Most of Them Due to Attend Opening Session

The opening day's activities of the national Allied convention will be highlighted by the participation of presidents of the distribution companies, it was revealed here yesterday by Wilbur Snaper, general convention chairman. The 1951 annual meeting will open on Oct. 30 at the Biltmore Hotel here and continue through Nov. 1.

All but one or two presidents already have accepted the invitations to participate which were extended about a week ago, it is understood. The initial convention day's activities will open with a luncheon and will include a session devoted to discussions of industry problems.

At a meeting in Chicago recently, Snaper and an Allied advisory committee decided to adopt for all conven-

(*Continued on page 6*)

Lapidus Presiding At Warner Meeting

PITTSBURGH, Aug. 22.—Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a two-day meeting of the company's Central and Midwest district and branch managers beginning tomorrow at the William Penn Hotel in Pittsburgh. Purpose of the sessions is to discuss Warner product for the Fall and Winter months.

Attending the meetings will be F. D. (Dinty) Moore, Central district manager of Pittsburgh, and branch

(*Continued on page 3*)

35% Drop in U. S. Films in Italy

WASHINGTON, Aug. 22.—The number of U.S. films screened in Italy last year dropped to 284, about 35 per cent below the 436 released in 1949, according to Commerce Department film chief Nathan D. Golden.

Golden added that releases of other foreign films also dropped during the

(*Continued on page 6*)

'Quo Vadis' to Open At Astor, Capitol

M-G-M has concluded contracts with the Astor and Capitol theatres here whereby "Quo Vadis" will play simultaneously in both theatres, the double world premiere taking place some time between Nov. 1 and 15. The Astor will have a reserved seat two-a-day policy. At the Capitol, performances will be continuous.

More than 12 years of conception, planning and actual production have gone into the making of "Quo Vadis," M-G-M reports.

Give Wage Control Report to WSB

WASHINGTON, Aug. 22.—The report of the special six-man tripartite panel on the problem of whether wage controls should be applied to films and other industries exempt from price ceilings under the Defense Production Act was presented to the Wage Stabilization Board today, but left the issue as much in doubt as it was before, because five separate sets of views were reported by the panel members.

The report was based on three days of hearings and two closed sessions of the panel. Testimony was given by more than a score of witnesses and briefs were filed by some 35 organizations. Opinions regarding the status of the motion picture industry were given by IATSE, the Hollywood Film Council, the Motion Picture Salesmen of America, Screen Employees Division, the International Photographers of the Motion Picture Industries and the Motion Picture Association of America.

WSB chairman George W. Taylor said the panel's report will be considered by the board at an early date.

A majority of the panel, the public

(*Continued on page 6*)

'IA' Strikes Para. Int'l.

IATSE's "strike-less" picketing of Paramount International's home office here, which had been going on for several days, was transformed yesterday into outright strike picketing.

It was expected that the "white collar" workers employed by Paramount International at the Paramount Building on Times Square would not report for work this morning. Moreover, a number of members of Screen Employes Guild (DPOWA, District No. 65) indicated last night that they would not cross picket lines during the strike, which has arisen out of a demand for pay increases. The SEG members work for Paramount Pictures, the parent company.

It is understood that Russell M. Moss, executive vice-president of "IA" Motion Picture Home Office Employes Local No. H-63, and Arthur Israel, Paramount Pictures assistant secretary, conferred yesterday afternoon but that the 11th hour attempt at settlement of the dispute was not fruitful.

Local No. H-63 sought a 10 per cent pay hike in recent negotiations, but the company refused to budge beyond an offer of a $4.50 per week general increase. Several days ago the union began its "strike-less" picketing pending receipts of strike authority from Richard F. Walsh,

(*Continued on page 3*)

Seek $350,000 Ad Budget for 'Well'

A local advertising budget of $50,000 has been set for the opening of United Artists' release, "The Well," at Loew's State here, reports Max Youngstein, U.A.'s advertising-publicity vice-president. A national advertising budget of $350,000 for newspapers, trade press, radio, etc. is being sought for the film from the producers, Clarence Greene and Russell Rouse.

The film will have its premiere at Loew's State late in September.

Dietz-Kanin Opera, 1st from 'Met' To Play Motion Picture Theatres

Cooperating with the Metropolitan Opera Company, Loew's theatres are making arrangements, not yet completed, to present the new Howard Dietz-Garson Kanin version of Johann Strauss' "Die Fledermaus" in a number of Loew's theatres in Newark, Hartford, Providence, New Haven, Waterbury, Buffalo, Columbus and Indianapolis. The "Met" is seeking large-seating capacities to present its popular opera, the top attraction of its 1950-51 repertoire. A company of 80 will be used.

This will mark the first time that a Metropolitan Opera company has appeared on the stages of motion picture theatres, Loew's reported here yesterday.

NPA Approves 35 Building Applications

Holds Requests Exempt From M4A Theatre Ban

WASHINGTON, Aug. 22. — The National Production Authority today disclosed that it has granted 35 applications for permission to build film theaters, on the grounds that the applicants were exempt from the M4A ban on theatre building and alterations.

Twenty-seven of the applicants want to build drive-ins, four want to construct standard theatres, and there was one application for permission to make additions to an existing standard theatre.

The 35 had filed on regulation forms M4A. But, because the proposed building had been under way before the deadline, because the applicants already had in their possession the necessary materials for the proposed building, or because the theatres involved would require less than the maximum controlled materials allowed under M4A, NPA gave the 35 a go-

(*Continued on page 6*)

Overseas Program To Senate Floor

WASHINGTON, Aug. 22.—The State Department appropriations bill goes to the floor of the Senate tomorrow carrying only $2,785,409 in funds for the overseas motion picture program, as it cleared the full appropriations committee late Tuesday.

A high State Department official said that this was "practically a liquidating figure," that lack of funds would prevent starting any additional projects in the coming year, if the Senate adopts the committee recom-

(*Continued on page 6*)

Trustees Named to Sell C. R. I. Assets

A branch manager of a distribution company has been appointed in each branch city as trustee to assume responsibility for the disposition of local physical property and leases of Confidential Reports, Inc., distributor-sponsored checking agency which has

(*Continued on page 3*)

Seven New Features Started on Coast

Hollywood, Aug. 22.—The production index dropped four more points this week, for a total of 33 pictures in work, seven new pictures starting while 11 were completed.

Started were: "Captain Blood Returns," Columbia; "Three for Bedroom C" (Brenco Pictures), Independent; "Win, Place and Show," Monogram; "Scaramouche," Metro-Goldwyn-Mayer; "Son of Paleface," Paramount; "Bronco Buster," Universal; "About Face," Warner.

Completed were: "Brave Warrior," Columbia; "Bride of the Gorilla" (Jack Broder Productions) and "No Time for Flowers," Independent; "Blonde Blackmail," Lippert; "Lone Star Lawman," Monogram; "Denver and Rio Grande" and "Anything Can Happen," Paramount; "Road Agent" and "I Want You" (Goldwyn Productions), RKO Radio; "Fixed Bayonets!" and "With A Song in My Heart," 20th Century-Fox.

Davis in Mayer MPEA Jap Post

Harry Davis, general sales manager of Central Motion Picture Exchange, Tokyo distributing outlet for the Motion Picture Export Association, will succeed Charles Mayer as CMPE general manager on Nov. 17, Irving Maas, MPEA vice-president and general manager, reported here. Mayer recently resigned, effective on that date.

MPEA operations in Japan will terminate on Dec. 31, and the U. S. majors, whose product has been released in Japan by MPEA for over five years, will begin solo operations next Jan. 1.

Newins and Grant Get Loew's Aldine

Harvey B. Newins, president of St. Cloud Amusement Corp. and of Auto Theatres Corp., together with Arnold M. Grant, attorney, have purchased Loew's Aldine Theatre, largest in Delaware. The building was owned by Warner Brothers and the theatre is operated on a lease by Loew's, the lease running until 1954. Valuation of the property is $575,000; the transaction was all in cash, and was made through the Three Castle Realty, Inc., owned jointly by Newins and Grant. John J. Reynolds, Jr., Co., Inc. were the brokers.

(Barney) Bernard, 63

San Francisco, Aug. 22.—William (Barney) Bernard, 63, well known film salesman, who for 16 years had been associated with the Herbert Rosener Co., here, died suddenly of a heart attack Monday at the Fielding Hotel, where he lived.

Acquire Westerns

Cleveland, Aug. 22.—E. J. Stutz and Robert Snyder of Four Continent Films, have acquired for Northern Ohio distribution a series of five new Westerns starring Lash LaRue and Fuzzy St. John, from Scott Leff of Western Adventure Productions.

Personal Mention

Aaron Nadell, for many years technical writer and editor in the motion picture field, is convalescing at his home following an operation at Memorial.

●

Oscar V. Coblentz, Jr., owner of the Alpha Theatre, Catonsville, Md., has been discharged from Union Memorial Hospital, Baltimore, recovering from an eye ailment.

●

Bernard Goodman, Warner Brothers exchange operations manager, will return to New York today from Charlotte.

●

John Meredith Lucas, screen writer, and his bride, Joan Winfield, are honeymooning in New York from Hollywood.

●

Paul H. Crane, traffic manager for Loew's International Corp., will leave here tomorrow on a short vacation in the White Mountains.

●

Barney Balaban, president of Paramount Pictures, is in Hollywood from New York.

●

Owen Schnepf, manager of Loew's Century Theatre, Baltimore, is vacationing in New Jersey.

William J. Gell, managing director of Monarch Film Corp., London, left that city last night by plane for New York.

●

Olin H. Clark, Eastern story head for M-G-M, will speak before the Third Annual Fiction Writers Conference at Marlboro College in Vermont on Aug. 30.

●

George Lindsay, owner and manager of the Lindsay Theatre, Brownsville, Ky., has been named Mayor of Brownsville.

●

Nate B. Spingold, Columbia vice-president, has returned here from Europe.

●

John P. Byrne, M-G-M eastern sales manager, has returned from a week's vacation.

●

Spencer Tracy will arrive here today on the *S.S. America* from England.

●

C. L. Starz, of the Interstate Circuit of Texas, was in Atlanta recently.

●

Vaughn O'Neil, Loew's manager and family are vacationing in Providence from Cleveland.

Name Goldstein To Schine Post

Cleveland, Aug. 22.—The appointment of Bennett Goldstein as head booker for the Schine circuit in the Ohio zone and Norman Sheperd as assistant booker was announced by Harold Raives, the circuit's Ohio zone manager.

They will maintain headquarters in Cleveland, booking for all Schine Ohio houses, both in Northern and Southern Ohio.

Wilhelm in New Post With 20th in Albany

Albany, N. Y., Aug. 22.—John Wilhelm is the new office manager and head booker for 20th Century-Fox here, succeeding Helen Wisper, who resigned. Wilhelm came here from Pittsburgh.

Vidicam Expansion Pace

The first phase of Vidicam Pictures Corporation's expansion program has been completed with the addition of 50 per cent more studio space and the appointment of Richard Grey as head of production, it was announced here by Edward R. Carroll, vice-president and general manager. Other recent additions to Vidicam's staff are Joseph Barnett and William Groody in sales and Harry Doolittle in sales promotion.

RKO Books AA's 'Spy'

Allied Artists' "I Was an American Spy," Ann Dvorak-Gene Evans starrer, has been set to play the long half of the RKO Theatres circuit in New York, opening Sept. 19, Morey R. Goldstein, Allied Artists general sales manager, announced here yesterday.

Lowe to Relinquish U.A. Foreign Post

Negotiations looking to the termination of Al Lowe's employment as foreign manager of United Artists are being conducted by Robert Benjamin, who will temporarily supervise the foreign department on their completion in about two weeks.

Arnold Picker, assistant foreign manager for Columbia, will eventually take over the U. A. post.

2 ATC Theatre To Carry Fight

Boston, Aug. 22.—The Robinson-Turpin fight on Sept. 12 will be telecast in the Pilgrim Theatre, American Theatres Corp. announced today. The Colonial Theatre in Natick, Mass., another house of the circuit, will also carry the fight on a set now being installed.

Wallis-Hazen Sued

Writer-director Leonardo Bercovici yesterday filed in U. S. District Court here a breach-of-contract action against Wallis-Hazen, Inc. It was charged that the producing organization failed to pay Bercovici $18,000 allegedly due him under a one-picture contract dated June, 1949. The complaint described the contract as calling for payment of $10,000 upon signing, with an additional $18,000 to be forthcoming by April 15, 1951, whether or not the picture was made.

Bingham in Color Post

Rochester, N. Y., Aug. 22.—Harlow R. Bingham has been named assistant superintendent in charge of product improvement activities in the color control division at Eastman Kodak Co.'s Kodak Park plant.

'Life' Helps Write An Ad for 20th-Fox

Borrowing the two-page layout which led off the recent *Life* magazine article sending the motion picture industry to a premature grave, Charles Einfeld, 20th Century-Fox advertising-publicity vice-president, uses the replica in current trade advertising to report the record-breaking business being done by Darryl F. Zanuck's "David and Bathsheba" in various parts of the country.

"Now It's 'David and Bathsheba' That's Super-Colossal," the 20th-Fox ad proclaims, paraphrasing *Life's* bitter head, which stated "Now It Is Trouble That Is Supercolossal in Hollywood." In place of the photos of closed theatres used by *Life,* the 20th-Fox ad shows waiting lines at theatres billing 'David and Bathsheba." The type used in the ad is the same as that used by *Life.*

One of the first insertions of the ad, certain to attract wide attention and to do much to disrcredit the *Life* article, appears in today's issue of *Motion Picture Daily.*

Mexican Players Win Wage Boost

Mexico City, Aug. 22.—Motion picture players here have won wage increases of from 20 to 70 per cent over 1949 scales in a pact signed by Jorge Negrete, secretary general of the National Actors Union, and J. Grovas, president of the Association of Mexican Motion Picture Producers.

The 20 per cent hike is for over-all production pay and the 70 per cent boost is for daily wages. The new per-production wages are $1,150 for stars, $800 for first supports and $570 for second supports. The per-day pay is $57 for stars, $37.50 for first supports, $25.75 for second supports, $20.31 for third supports, $14.10 for bit players, $11.57 for dancers and $34.68 for narrators.

Mann Orders GPE Video Equipment

San Francisco, Aug. 22.—George Mann, owner of Redwood Theatres, is the first exhibitor in the San Francisco area to place an order for General Precision equipment for large screen television, National Theatre Supply Co. reports.

NBC Appoints Pinkham

The appointment of Richard A. R. Pinkham as manager of planning for the TV network of National Broadcasting was announced here by Sylvester L. Weaver, Jr., vice-president in charge of TV for NBC. Now circulation manager and a director of the New York Herald Tribune, Inc., he will join NBC in September.

Chicago Multiple Run

Chicago, Aug. 22.—Lou Bunin's "Alice" will have a multiple first-run here at four outlying theatres and a drive-in starting on Friday, Aug. 31.

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NT 16th Annual Meet Tomorrow

Hollywood, Aug. 22.—With "full speed ahead" as the theme, National Theatres president Charles P. Skouras tomorrow will launch that organization's sixteenth annual fall drive at a meeting in the headquarters here, attended by theatre managers, division managers, and circuit department heads.

Topics on the agenda include booking, buying, promotion, merchandising, and public relations. Skouras will fly back tonight from San Francisco, where he held a similar meeting today.

Hike Admissions for 'Woman' Premiere

Chicago, Aug. 22.—The world premiere of RKO Radio's "His Kind of Woman" was held here at the Roosevelt Theatre last night and was sold out completely for two shows. The house was cleared after the last showing of "Peking Express" and "Two Of A Kind" to make room for patrons who had been waiting outside. A special stage show featured Jane Russell, Robert Mitchum, Vincent Price, Marjorie Reynolds and Tim Holt, all of whom appear in the picture. Admission during the run will be 98 cents all day instead of the usual 55 cents to One P.M., 65 cents to Five P.M., and 98 cents thereafter.

Stars at Philadelphia Opening

Philadelphia, Aug. 22.—Five stars of RKO Radio's "His Kind of Woman" appeared on the stage of the Goldman theatre here this evening in conjunction with the picture's opening. They are Jane Russell, Robert Mitchum, Vincent Price, Marjorie Reynolds and Tim Holt.

Legion Reviews 13; Six in Class B

Thirteen more films have been reviewed by the National Legion of Decency which put six in Class B and the remainder in Class A.

Those in Class B include: "David and Bathsheba," 20th Century-Fox; "Magic Face," Columbia; "A Streetcar Named Desire," Warner; "Meet Me After the Show" and "People Will Talk," both 20th-Fox; "Lilli Marlene," RKO Radio.

Those in Class A, Section One, include: "Hurricane Island," Columbia; "Let's Go Navy" and "Montana Desperado," both Monogram; "The White Line," (Italian) Lux Film; "Yes Sir, Mr. Bones," Lippert.

"An American in Paris," M-G-M; and "Man on the Run," Monogram, are in Section Two, Class A.

Set Crescent Hearing

Washington, Aug. 22.—The Justice Department has announced that arguments on motions to dismiss its contempt proceedings against Crescent Theatres and related matters will be heard Sept. 24 in Nashville.

WHEN YOU WANT A GOOD
SPECIAL TRAILER
AND WANT IT QUICK
LET FILMACK MAKE IT!
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NINTH AV.
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CHICAGO 5. 1327 S. WABASH AVE.

Reviews

"Saturday's Hero"

(Sidney Buchman—Columbia)

EXHIBITORS have something to crow about in the perfect exploitation setup provided by the coincidence of the West Point scandal occurring just before the release of "Saturday's Hero," whose story deals with the corrupt system of some universities "hiring" good football material to attend their institutions for the gratification of the trustees and the alumni associations. The picture has all the ingredients—good story, action, humor, pathos and fine acting—that make for the most acceptable type of film fare. In addition, the story—based on the novel, "The Hero," by Millard Lampell who also wrote the screen version with Sidney Buchman—handles the delicate theme of football scholarships and professionalism of college athletics in a forthright, non-preachy manner. The cast, headed by John Derek, Donna Reed and Sidney Blackmer, does well by the material.

Derek, a high school football star, is flooded by offers to "study" at a number of prominent universities which are anxious to have him on their team. Coming from fine but economically-poor parentage of foreign extraction, he is anxious to be an engineer and accepts the bid from one of the top universities to study, play football, and be paid a certain amount per month for a "job" which he is not required to do. Derek does not like the setup but since he is anxious to make good scholastically, he accepts the situation. However, when Blackmer, a leading alumnus tries to capitalize on him for political purposes, and when a teammate is expelled for breaking the honor code, Derek realizes the futility and hypocrisy and finally leaves the college himself, badly injured and through with football for good. His leaving is made even more significant for him when he learns that despite the deterioration of his studies because of the demands on his time by football, he is given passing grades. Also adding to the complex pattern of events is the romance between him and Miss Reed, the ward of his "benefactor."

Derek and Blackmer do themselves proud with their performances and Miss Reed complements them perfectly. Also worthy of mention is the performance of Otto Hulett as the coach whose job of pleasing the alumni weighs heavily on his conscience. There are also some wonderful football sequences for the action fans plus a pretty thorough documentation of what a football player in training has to go through. Buddy Adler produced and David Miller directed.

Running time, 111 minutes. General audience classification. For September release.

"Pardon My French"

(Cusick International-United Artists)

THE GERM of a good comic idea is given uninspired treatment in "Pardon My French." Shot on location in France, the comedy drama features Merle Oberon and Paul Henreid in the leads.

The story is about a Boston schoolteacher who inherits a chateau in France. As she prepares to take possession of the estate, she is confronted by a horrible reality—it is teeming with impoverished squatters.

Through the long narrative stretches, much of the intended humor is lost. Quite naturally Miss Oberon is outraged at the intruders, and especially at Henreid who is their leader. Out of the clash between Miss Oberon and the squatters there occasionally rise some sparks of worthwhile comedy. Miss Oberon takes action to evict them, but in time however she grows fond of them. She even becomes quite fond of Henreid who turns out to be a musical composer with five motherless and messy children.

By the time the sentimental ending rolls around a lot of things have happened but Miss Oberon is all prepared to let the squatters stay at the chateau. She also is prepared to face the future romantically with Henreid.

Peter Cusick and Andre Sarrut produced and Bernard Vorhaus directed from a screenplay by Roland Kibbee. It was made by Sagitta Films and Jupitur Films.

Running time, 81 minutes. General audience classification. Release date, Aug. 10.

Mandel Herbstman

C.R.I. Trustees

(*Continued from page 1*)

been discontinued. All branches were closed. All members of the field staff have received severance pay, John J. O'Connor, Universal - International vice-president who was CRI board chairman, reported here yesterday.

Harold L. Groves, CRI vice-president, and Harold Saxe, comptroller, were named by the CRI board to handle the completion of the corporate business of the firm. Upon completion of the liquidation and dissolution, they will announce their plans.

Classify 4 as 'Adult'

Toronto, Aug. 22.—Additional pictures classified as adult entertainment by the Ontario Censor Board include: "Iron Man," "Place in the Sun," "Frustration" and "Women in Prison."

Lapidus Presiding

(*Continued from page 1*)

managers: J. S. Abrose, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis and Jack Kalmenson Pittsburgh; Robert Smeltzer, Central district manager of Washington, and branch managers William G. Mansell, Philadelphia and Peter R. DeFazio, Washington.

Other home office executives besides Lapidus attending the meeting include Norman H. Moray, short subjects sales manager, and I. F. Dolid.

Schoenborn to Army Job

San Francisco, Aug. 22.—Chester Schoenborn, chief of Republic's 16mm. department, has resigned to accept a civilian job with the Army. Republic now has transferred the department to Los Angeles and named a new representative.

'IA' Strikes

(*Continued from page 1*)

IATSE international president. The authority was issued yesterday.

It will be an ironic twist if the members of SEG refuse to cross the picket line, since that union and its predecessors for a number of years have been engaged in bitter rivalry with the "IA" local. H-63 won Paramount International away from SEG about a year ago.

New England Plan To Pay For 'Jubilee'

Boston, Aug. 22.—The co-chairmen of the New England "Movietime, USA" drive in the Boston exchange area announced today that the drive in New England will be financed in the following manner: All first run houses in cities and towns will be charged five cents per seat.

The first subsequent run houses in the cities and towns will be charged three cents per seat and all other houses will be charged two cents per seat.

New Orleans, Aug. 22. — At a preliminary "Movietime in Dixie, U.S.A." gathering of circuit owners and independent theatre owners and exchange managers here this afternoon in the Fox screening room, L. C. Montgomery was elected General chairman; Max Connet and Joy Houck, exhibitor vice-chairmen; C. J. Briant and George Pabst, distributor vice-chairmen, Abe Berenson, secretary; Maurice Barr, publicity, chairman.

The committee set Thursday Aug. 30 at 9 AM at the Joy Strand Theatre for the kickoff meeting, with Robert J. O'Donnell, national chairman to preside. All exhibitors and New Orleans exchange personnel are expected to attend. Film exchange offices and supply houses will be closed from 9 AM till 11 AM to allow everyone to attend.

Cincinnati, Aug. 22.—All branches of the motion picture industry liberally attended the "Movietime in Ohio, U.S.A." meeting at the Variety Club quarters here today, which was addressed by Robert J. O'Donnell, director of the Council of Motion Picture Organizations' drive, and Robert Coyne, COMPO counsel, both of whom had earlier today addressed a meeting in Indianapolis. The meeting was presided over by Maurice White, Midstates theatres area chairman.

FWC Changes Managers

San Francisco, Aug. 22. — M. Spencer Leve, Northern California division manager of Fox West Coast Theatres, has announced the following managerial changes: William O'Neill, former manager of the Grand Lake Theatre, Oakland, has been transferred to the Tower there, replacing Ralph Silva, resigned; Jack Lucy, manager of the Parkway there goes to the Grand Lake; John Fredericks has returned to FWC and has been appointed manager of the Fox and Hyde Theatres at Visalia.

Kerasotes Gets Rialto

Chicago, Aug. 22.—The Kerasotes Rialto Theatre Corp., of which George Kerasotes is president, has taken over the Balaban and Katz lease on the 1600 seat first-run Rialto Theatre in downtown Peoria.

NEW YORK CITY

ATLANTIC CITY

BOXOFFICE UPSURGE WHICH IS CURRENTLY SWEEPING THE LAND IS REPRESENTED BY THE CROWD SCENES SHOWN ABOVE OF JAMMED THEATRES PLAYING

NOW IT IS "DAVID AND BATHS

Twentieth Century-Fox proves once again that there is no business like show business a

THE Motion Picture industry is on the march. "David and Bathsheba" is a portent of its future. Backed by the greatest campaign in 20th Century-Fox history, it is reaffirming that movies are first in the heart of the American people—their best amusement buy at the lowest cost.

Here is the word on David and Bathsheba: "A big picture in every respect. Has scope, pageantry, sex, cast names, color—everything. A sure-fire boxoffice entry, one of the really big pictures of the new selling season!"—Variety. "Highest rating. Terrific in a colossal way! Peck is the most sensational item. Superb."—N.Y. Daily News. "Inspiring, spectacular—a wondrous motion picture of dramatic impact, of power. Hayward is splendid as the sin-stained Bathsheba of profane love." — Journal-American. "A masterpiece. Emerges from the screen one of the greatest love stories of all time."—N.Y. Daily Mirror.

COMING TO YOUR THEATRE SOON!
DAVID AND BATHSHEBA
COLOR BY TECHNICOLOR
GREGORY PECK SUSAN HAYWARD
20th MOVIE STUDIO EXHIBIT
ENTER AT REAR
IN PERSON
GOLIATH
THE GIA
TOUR

THE GRASSROOTS turn out in force to view Goliath and his travelling Movie Exhibit. Over 625 towns were covered in tour.

"A credit to its makers! Majestic, sensual, colorful, forceful—handsomely mounted and resplendent in Technicolor. Mr. Peck's performance is both outstanding and singular. David emerges from the printed pages as a whole man — human, regal, lusty, poetic, and what is of utmost significance—mature. Such spectacular phases of the colorful annals as the slaying of Goliath, the battle before the gates of Rabbah and King Saul's defeat on Mount Gilboa pass in review. A tempestuous and passionate figure has been given stature, dignity and authentically royal dimensions on film."—N.Y. Times.

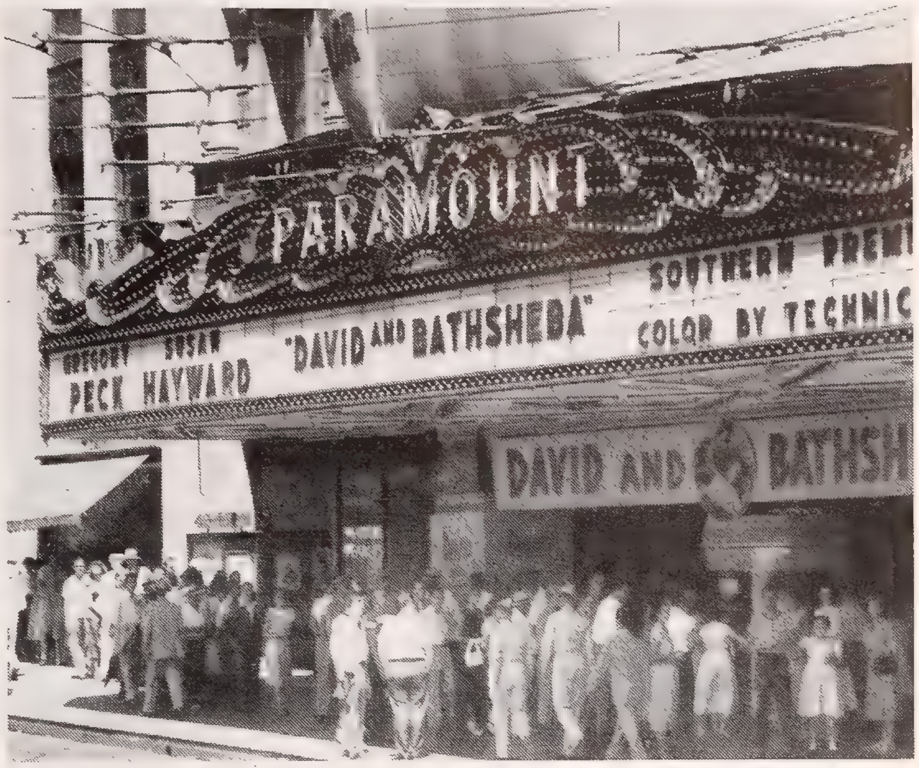
"A greatness rarely achieved! 20th Century-Fox and Darryl F. Zanuck, whose personal production this is, have done much more than present tremendous entertainment. Under Henry King's expert and sensitive direction, the lyric passages, the stoning of sinful women, the mob scenes of battle weave a colorful and inspiring visualization of one of the greatest stories from the world's greatest Book. It is a picture that will live for years and years!"—Louella Parsons.

"Deeply moving, robust, worldly—it is quite, quite a show." —N.Y. Post "It fills the eye, 'David and Bathsheba' is about as handsome as Hollywood's production opulence could make it." —Herald Tribune.

To keep the momentum rolling—Darryl F. Zanuck and Joseph L. Mankiewicz, the men who gave you "All About Eve", take a new look at life with Cary Grant and Jeanne Crain in "People Will Talk". Betty Grable and Macdonald Carey in "Meet Me After The Show", Technicolor, is America's biggest musical hit. Fred MacMurray and Eleanor Parker team up to bring a million

KANSAS CITY

ATLANTA



"DAVID AND BATHSHEBA." VARIETY, THE AUTHORITATIVE AMUSEMENT INDUSTRY PUBLICATION, REPORTS THAT U. S. 1951 GROSSES WILL BE UP BY 6-8% OVER 1

EBA" THAT IS SUPERCOLOSSAL

at Motion Pictures are America's favorite and least expensive form of entertainment

laughs in "A Millionaire For Christy". "The Day The Earth Stood Still" is one of the most amazing science-fiction dramas of all time. Out of the pages of a great best-seller comes the startling story of Rommel, "The Desert Fox", starring James Mason. "Decision Before Dawn", based on George Howe's Christophers Award-winning novel, "Call It Treason", is unlike any motion picture you have ever seen. It is Director Anatole Litvak's first since his precedent-shattering "Snake Pit". "Kangaroo", filmed in Technicolor, is another 20th Century-Fox great. This spectacular outdoor epic, photographed in its entirety in Australia, was under the direction of Lewis Milestone.

THE SHRINERS salute Carol Woods, descendant of David and Bathsheba, as Alexander F. Mitchell, Deputy Director General, introduces her to the Imperial Court at Madison Square Garden.

FRANCIS X. BUSHMAN (3rd left rear) is feted by San Francisco Women's Club. Bushman toured U.S. for "David and Bathsheba."

THE AUDIENCE OF TOMORROW mobbed Goliath. Over a million kids met the "heavy" of the battle between David and Goliath.

NPA Approves

(*Continued from page 1*)

ahead signal without handling the applications under the usual procedure when the "hardship clause" is cited.

The application involving the largest sum was filed by Jacob M. Smiler who was given permission to construct a drive-in in Hancock County, Ind., which will cost $65,500 to build. The application for the largest standard theatre will be constructed by Ebert and Butler at Quincy, Wash., at a cost of $41,180.

US Films in Italy

(*Continued from page 1*)

year, as domestic production surged upward. The Commerce report said production and distribution of films in Italy was the third largest public money earner in the country by the end of 1950. Film production last year was put at a record 105 features, 250 newsreels and 380 documentaries, representing a total investment of 10-billion, Golden said.

Theatre attendance last year was put at a record 650,000,000, with box-office receipts estimated at 60-billion lire.

Overseas Program

(*Continued from page 1*)

mendations for the motion picture division.

The official said that pictures now under production could be completed in a minimum number of language versions.

Wage Controls Report

(*Continued from page 1*)

and industry members, expressed belief that the industries freed from price controls by the defense production act are not by terms of the law exempt from wage controls. The consensus of the panel was, however, that sufficient doubt exists on this legal point to warrant the board's seeking appropriate legal advice on the issue from the Attorney General.

But it was on the question of whether price-exempt industries "should" as a matter of policy be exempt from wage controls that the panel split wide apart and different individual recommendations were submitted.

Public Member

Public member and panel chairman Theodore W. Kheel said that the WSB should recommend to economic stabilization director Eric Johnston that "an order be issued exempting from wage controls those industries which are completely exempt from price controls and not subject to any other form of price or rate regulation."

Public member and vice-chairman Richard A. Lester dissented from this view, recommending, instead of automatic exemption, that the WSB review all cases where there are no price controls of any sort and exempt those industries from wage controls where such action would not be unstabilizing.

Industry members Fred R. Rauch and Irvin D. Shapiro disagreed with both of these proposals, holding that wages in these industries should be controlled. "It is our conclusion that wages in these (price-exempt) industries should be subject to controls until proponents of exemption demonstrate that wage controls are unnecessary to effectuate the purposes of the Defense Production Act and that this burden of proof has not been met."

Industry Report

The industry report was the only one that took specific note of the film, radio and other entertainment fields, pointing out that these industries, along with newspapers, are industries which "carry a great deal of prestige or influence which cannot be measured in terms of the number of employees involved . . . in view of the horizontal effect of these industries, we do not see how stabilization can work effectively if industries of this type are exempt from wage control."

Exemption of Technicians

Furthermore, they declared, exemption of technicians and skilled workers of all types in these fields "certainly have a direct bearing on similar crafts working in defense industries or general industries who are influenced by regional or national wage patterns." In addition, they said, it is particularly true in "newspaper publishing, radio, television, and the motion picture industries" that the wage positions of employees are generally more favorable than those in other industries. "There certainly cannot be any argument in a situation of this kind regarding the inequities of wage controls over a group of this type as against the average industrial group who definitely are under wage control."

People in these industries, numbering only some 3 million, "who are near the top of the economic ladder in earning power, are in a poor position to allege an inequity by continuing them under wage control as against the nearly forty million employees who are below them in earning power," said the industry members in commenting on some of the arguments presented for exemption during the hearings.

Allied Heads

(*Continued from page 1*)

tion business sessions a panel type of forum as a means of obtaining "more comprehensive discussions." Invitations to join in the panels have been sent to scores in exhibition and distribution. Moderators will be placed in charge and questions from the floor will be the motivating factors, Snaper said. Topics are expected to include television, trade practices, theatre building restrictions and numerous others.

Snaper reported that the convention "film clinics" which were used successfully in the past two years will play a major part in the meeting agenda. He said questions now are being sought from exhibitors throughout the country to determine the problems in business which are most challenging.

A meeting of the national Allied board will be held at the Biltmore on Oct. 28-29.

PARAMOUNT TRADE SHOWS
Monday, August 27, 1951

"WHEN WORLDS COLLIDE"
Color by TECHNICOLOR
Produced by GEORGE PAL • Directed by RUDOLPH MATÉ
Screenplay by Sidney Boehm
Based on a novel by Edwin Balmer and Philip Wylie

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N.W.	10:30 A.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	10:30 A.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin St.	10:30 A.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	1:15 P.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	1:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	8 P.M.
DALLAS	FOX SCREENING ROOM, 1801 Wood Street	10:30 A.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	2:15 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan St.	10 A.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bldg.	1:30 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte St.	2:45 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th St.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	1:30 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	1:30 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	2:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Ave.	10:30 A.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport St.	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	11 A.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Ave.	3 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive St.	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South St.	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Ave.	1:30 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 3rd & Battery	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, N. W.	2:30 P.M.

"SUBMARINE COMMAND"
starring
WILLIAM HOLDEN · NANCY OLSON
WILLIAM BENDIX · DON TAYLOR
A JOHN FARROW Production
Produced by JOSEPH SISTROM • Directed by JOHN FARROW
Story and Screenplay by JONATHAN LATIMER

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	2:30 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin St.	2:00 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	2:30 P.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 S. Michigan Ave.	3 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	3 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd St.	9:30 P.M.
DALLAS	FOX SCREENING ROOM, 1801 Wood Street	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	10 A.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	12:45 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan St.	1 P.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bldg.	3:00 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte St.	1:15 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th St.	3 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	2:15 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	3 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	3:00 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	3:30 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	2:00 P.M.
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WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. Street, N. W.	8 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 39 NEW YORK, U. S. A., FRIDAY, AUGUST 24, 1951 TEN CENTS

Grosses Still On Uptrend Across Nation

Exhibitors Optimistic Trend Will Continue

The business upturn at the nation's theatres, first manifested in mid-June, is continuing uninterruptedly in its third month, a check of national box-office reports reveals.

Motion Picture Daily **correspondents report regional grosses showing increases of seven per cent in some areas and up to 12 per cent in others. In the Southwest, particularly Texas, theatre attendance is variously reported showing even greater improvement.**

Optimistic reports for a continuance of the upturn through the fall, sustained by the expected stimulus of the "Movietime U.S.A." campaign starting Oct. 1, are expressed in all areas.

The campaign is drawing the enthusiastic, wholehearted support of all exhibitor groups, and the recent business upturn not only has fired exhibitor enthusiasm for the campaign, but also is providing the cash to finance local efforts, where little was to be found for such purposes up to a short

(*Continued on page* 4)

$1,071,113 20th-Fox Net

Twentieth Century-Fox's net earnings for the half-year ended June 30 totaled $1,071,113, the company reported here yesterday. This compares with a net of $4,683,581 for the corresponding period last year, the latter figure including $1,525,841 income of prior years from countries having currency restrictions.

The company reported additionally

(*Continued on page* 4)

Balaban Returns to Investigate Strike

Barney Balaban, Paramount Pictures president, cut short his visit to the Coast and returned to New York yesterday to investigate the circumstances surrounding the strike of Paramount International "white collar"

(*Continued on page* 4)

D. of J. Studying FTPC Protest On NCAA Football Video Plans

The Department of Justice is studying the letter of protest sent by the Fair Television Practices Committee, which charged that the National Collegiate Athletic Association plan to limit the number of football games on home television this season is in violation of the anti-trust laws.

This was made known here yesterday by Jerome W. Marks, FTPC chairman, who disclosed the contents of a response signed by H. G. Morison, assistant attorney general.

"Your letter of Aug. 15," said Morison, ". . . has been directed to the anti-trust division by the attorney general and is being given our immediate attention. Your continued cooperation in keeping the Department of Justice advised in this matter will be greatly appreciated."

U.K. Pact Guaranty Insures Against Attendance Dip

LONDON, Aug. 23.—The value to the American film industry of the $4,000,000 minimum annual guarantee as the American share in receipts from Britain's new Eady Tax Plan, included in the recently approved film remittance agreement, is emphasized in the latest government revenue report which shows a progressive decline in entertainment tax receipts from motion picture theatres over the last four months.

Receipts declined from £3,374,000 ($9,447,200) last March to £2,808,000 ($7,862,400) for June. Totals for the six months from January to June were £18,372,000 this year, against £19,057,000 for the corresponding period last year.

Based on last year's attendance figures, the American share in Eady Tax Plan receipts are estimated at something in excess of $3,500,000. With admission tax receipts showing a progresive decline this year, which

(*Continued on page* 4)

Harris, Beedle and Silver Head Pitts. 'Movietime, U. S. A.'

PITTSBURGH, Aug. 23. — John H. Harris, head of the Harris Amusement Enterprises; Fred Beedle, president of Allied of Western Pennsylvania, and M. A. Silver, zone manager, here for Warner Theatres, were named co-chairmen for the "Movietime U.S.A." campaign for Western Pennsylvania and West Virginia. Dave Silverman, RKO Radio branch manager, was named chairman for the exchanges and Wally Allen, business manager of Allied was appointed publicity director and coordinator for the national campaign of the Council of Motion Picture Organizations. The

(*Continued on page* 4)

CONSIDER LOWERING PRICES FOR OKLA. CITY SCHOOL KIDS

OKLAHOMA CITY, Aug. 23.—High school pupils here may be issued identification cards this year so they can get special rates at film theatres, according to Dr. J. Chester Swanson, superintendent of city schools. He said the proposal had been suggested by city theater owners.

Theatre owners have been prodded by the local Parent-Teachers Association in search of better entertainment at lower prices for youngsters. Theatre owners agreed to an in-between child-and-adult price for high schoolers, providing some sort of identification is given. A few theaters have offered the special rates in the past.

The school board tabled the proposal pending investigation of the cost of such cards. R. Lewis Barton, board president and owner of a circuit of city theatres, said he had not taken part in the planning because of his position on the board.

Barton said, "I know the theater owners will be glad to co-operate but they won't benefit from it. There is only one way we might benefit. It might be a little easier to discipline the youngsters if there were a possibility of canceling their identification cards."

Salesmen of 8 Companies Get $7 Raise

Also Receive Hike of $1-a-Day for Expense

A compromise agreement calling for a $7 per week pay increase for the country's 1,000 film salesmen has been reached by eight distributors and the Colosseum of Motion Picture Salesmen of America, thus climaxing a stormy union-management relationship that endured for more than three months and brought a threat of Colosseum affiliation with John L. Lewis' United Mine Workers District No. 50. This will add $364,000 a year to the companies' payroll.

The agreement, as reported in labor circles here yesterday, includes a $1-per-day increase in on-the-road expense allowances for the salesmen. Additional details are due to be announced jointly in the near future by the companies and the salesmen's union, it was said.

The terms of a new union contract for Colosseum members were arrived at six weeks after the union withdrew the unfair labor practice charge it had filed against the companies when nego-

(*Continued on page* 2)

Trailers for Bond Drive

Five special trailers will be woven into upcoming newsreels as one phase of the motion picture industry's part in the U. S. Treasury's Defense Bond selling drive during September and October.

The first trailer will be included in the Aug. 30 newsreels and the others will be added in turn to the news films to be issued Sept. 6, 13, 20 and 27.

(*Continued on page* 4)

Gaitskell Coming for UK Pact Closing

LONDON, Aug. 23.—British Treasury official Hugh Gaitskell will leave here for New York by plane on Sept. 4, and will go on to Washington from there later to formally sign the new Anglo-U. S. industry film remittance

(*Continued on page* 4)

Personal Mention

GAEL SULLIVAN, executive director of the Theatre Owners of America, left here yesterday for Chicago and will return to New York over the weekend.

•

SAL ADORNO, JR., general manager of Adorno-Middletown Theatres, Middletown, Conn., has been named a captain of the Middletown Community Chest's October Red Feather campaign.

•

KERMIT STENGEL, JR., son of the executive vice-president of Crescent Amusement Co., Nashville, will report for duty Oct. 1 as an ensign in the U. S. Navy.

•

GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners, has been appointed Kentucky coordinator for the 1951 "Freedom Crusade."

•

NAT FURST, Monogram sales executive, has become a grandfather for the fifth time with the birth of a son to his daughter, MRS. ESTELLE SILVERMAN, in Boston.

•

HENRY SOUVAINE, president of Souvaine Selective Pictures, Inc., will return here tomorrow from a six-week tour of France and Italy.

•

LOU BROWN, director of advertising-publicity for Loew's Poli-New England Theatres, is back in New Haven from his vacation.

Memphis Drive-In

MEMPHIS, Aug. 23.—Memphis will soon have its first drive-in theater for negroes. The City Board of Adjustment today gave N. A. Cook the green light for the $100,000 project by approving his application for the theater to be erected in a South Memphis agricultural district. Cook said the theater will handle 700 cars, with individual car-speakers for sound, and will have popcorn and candy concessions and a full-time negro private police officer.

'A Cat-emy Award'

The tomcat who inherits a Brooklyn baseball team in the Paramount comedy "Rhubarb" yesterday received "A Cat-emy Award" for his performance at a Rhubarb reception held in his honor at the Hotel Granada, Brooklyn. The award was a sterling silver feeding bowl.

Albert to Open Office

Jerry Albert, national director of advertising and public relations for United World Films for the past five years, will leave the company on Sept. 1, to set up his own company.

Charles Goodwin Dead

Charles H. Goodwin, a pioneer in the motion-picture industry in Philadelphia and owner of Quality Premium Distributors, died Wednesday in the Pennsylvania Hospital at the age of 66. The widow, Elsie, survives.

Haines to Preside At Coast Meeting

Roy Haines, Warner Brothers' Western division sales manager, will preside over a two-day session of the company's West Coast district to be held at the Mark Hopkins Hotel in San Francisco tomorrow and Sunday. Forthcoming Warner product for the fall and winter will highlight the meetings.

Attending will be Henry Herbel, West Coast district manager in Los Angeles, and branch managers Earl A. Bell, Denver; Fred Greenberg, Los Angeles; Al Oxtoby, Portland; William F. Gordon, Salt Lake City; Al Shmitken; San Francisco, and Pete Stewart, Seattle.

'Woman' Registers At Chicago, Phila.

Howard Hughes' RKO Radio release, "His Kind of Woman," almost doubled "The Thing" gross at the Goldman Theatre, Philadelphia on Wednesday as it opened with the picture's five stars making five personal appearances. With Jane Russell, Robert Mitchum, Vincent Price, Marjorie Reynolds and Tim Holt on stage, the opening day drew over $5,000 for the 1,100-seat theatre. On the first full day of the film at the Roosevelt in Chicago it grossed over $5,000, almost doubling the gross of a recent major film. RKO also reports that Edmund Grainger's "Flying Leathernecks" exceeded $35,000 in its first week at the Woods Theatre in Chicago.

Orr to Head U-I Singapore Branch

Wallace Orr has been appointed to the post of manager of Universal-International's Singapore branch, by Americo Aboaf, sales vice-president.

His previous post was head salesman in U-I's Melbourne office. He started in the film business with U-I in Perth, Australia.

'Talking Clock' Patent

A patent for a "talking clock", a system in which wall clocks, equipped with records, tape or wire, are used as an audio advertising medium to transmit spot announcements, has been granted to T. J. Valentino, president of T. J. Valentino, Inc., and Robert Fine, chief recording engineer at Reeves Sound Studios.

Harry Rowson Dead

LONDON, Aug. 23. — Veteran film distributor Harry Rowson died here at the age of 73. He and his brother, the late Simon Rowson, started in distribution before World War I. Their company developed into Ideal Films, which later was absorbed by the Gaumont-British amalgamation.

Douglass on Board

BALTIMORE, Aug. 23. — George Douglass, who has been employed for the past 25 years at the Regent Theatre here, has been appointed by Governor Theodore R. McKeldin to the State Board of Examiners of Moving Picture Operators in Maryland.

5 Years Probation For Infringement

LOS ANGELES, Aug. 23.—Eugene A. Balcom appeared before U. S. Judge James M. Carter in Federal Court here for sentencing in connection with an information for criminal copyright infringement alleging unauthorized rental for exhibition of Paramount and Walt Disney features, and the Court gave him a suspended sentence and placed him on five years probation, the principal condition being that he not resume in any way his film rental business during the five-year period.

The specific counts of the information upon which the defendant was sentenced charged him with having rented for unauthorized exhibition Paramount's "Connecticut Yankee" and Walt Disney's "Cinderella."

Prosecution was handled for the government by Assistant U. S. Attorney Jack E. Hildreth.

Social Events Set Up For TOA Convention

Plans for social events for the wives of the delegates to the Theatre Owners of America's Sept. 23-27 annual convention in New York were discussed here yesterday by the convention committee headed by Si H. Fabian, president of Fabian Theatres. Arrangements were made to hold a fashion show at the Waldorf-Astoria Hotel, a tea at Toots Shor's and a breakfast at B. Altman's department store.

Fabian soon will select chairmen for standing committees which will be assigned special tasks in connection with preparations for the convention.

Rhoden, Jr., Heads KMTA Convention

KANSAS CITY, Aug. 23.—Elmer C. Rhoden, Jr., has been named chairman of the annual fall convention of the Kansas-Missouri Theatre Association on Nov. 6 and 7 at the Hotel President here, in place of Jack Braunagle who was originally named. Rhoden is with Commonwealth Theatres.

All Films for "Hipp"

BALTIMORE, Aug. 23.—The Hippodrome, owned by Isidor M. Rappaport, will reopen Aug. 29 after being closed all summer. A new policy will be "all the show on the screen" states Rappaport, which means stage attractions are being eliminated. The opening picture will be "Flying Leathernecks."

As a result, the State in Northeast Baltimore will be the only stage-show house here. It is one of Frank Durkee's.

Ad Correction

In Paramount Pictures' advertisement appearing in this publication yesterday, the time of the New York trade showing of "When Worlds Collide" on Monday was given as two A.M. whereas, obviously, it should have been two P.M. The screening will be held at the company's home office projection room, on the ninth floor.

Salesmen

(*Continued from page* 1)

tiations broke off following meetings in New York and Minneapolis. The Colosseum brief contended that the companies acted unfairly by refusing to substantiate with actual records their claim that business conditions would not allow a pay hike greater than four dollars. A 10 per cent, or $9 per week, raise was demanded by the union.

Counsel Withdraws Charge

David Beznor, Colosseum general counsel, later withdrew the charge "to clear the atmosphere for future talks." The agreement was said to have been reached at a meeting recently in Washington.

The deal is understood to have dissipated the possibility of the Colosseum's tying up with UMW. However, it is known that the Colosseum's annual convention this autumn will consider proposals from members that affiliation be made with a national labor organization.

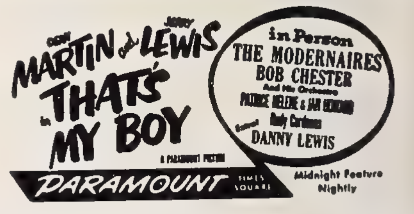
On June 1, when a secret meeting in Washington between Beznor and Lewis was disclosed by MOTION PICTURE DAILY, the companies were understood to be prepared to grant a $7.50 per week hike to the salesmen to prevent such an alliance. Richard F. Walsh, president of the IATSE, was said to have urged the companies at the time to do all in their power to keep UMW out of the industry. The presidents of the companies reportedly met immediately to plan strategy looking to that end.

The distributors' negotiating committee, headed by Bernard Goodman of Warner Brothers, represented the following in connection with the Colosseum negotiations: Paramount, 20th Century-Fox, Columbia, Warner, Universal, RKO Pictures, Republic and Loew's—M-G-M.

The Colosseum's deal with the eight companies sets the pattern for new contracts with Monogram, United Artists and National Screen Service. Talks between representatives of those three companies and the Colosseum are expected to get underway shortly.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON . AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation



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Today
at the N.Y. Astor

to make
every
exhibitor's
heart
beat
faster!

"JIM THORPE - ALL AMERICAN"

STARRING **BURT LANCASTER**

AND CHARLES **BICKFORD** · STEVE **COCHRAN** · PHYLLIS **THAXTER** · DIRECTED BY MICHAEL CURTIZ · PRODUCED BY EVERETT FREEMAN

Screen Play by Douglas Morrow and
Everett Freeman • Music by Max Steiner
Jim Thorpe, Technical Advisor

LOOK FORWARD! SILVER ANNIVERSARY Warners OF TALKING PICTURES **GO FORWARD!**

'Jubilee'

(*Continued from page* 1)

big kick-off meeting is set for Friday, Sept. 7 when R. J. O'Donnell, national head of the drive, will be in Pittsburgh. Over 300 exhibitors and exchange branch managers and salesmen are expected to attend the meeting which will be held in the William Penn Hotel, with a "Dutch-treat" luncheon.

CHICAGO, Aug. 23.—The first organizational meeting of the Illinois "Movietime, U.S.A." campaign was held here today in an atmosphere of enthusiastic cooperation. Over one hundred leading distributors and exhibitors from all over the state turned out to pledge their support to the campaign and to hear Bob O'Donnell, national chairman of the drive, and Council of Motion Picture Organizations' executive-secretary Arthur L. Mayer.

An executive committee for the Illinois campaign was appointed, consisting of Jack Kirsch, president of Allied Theatres of Illinois and Balaban & Katz president John Balaban, co-chairmen of the drive; William Devaney, M-G-M Chicago exchange manager, and T. R. Gilliam, Fox Chicago exchange manager, as distributor co-chairmen; William K. Hollander, B. & K. director of advertising and publicity as publicity chairman; and other leading distributors and exhibitors, including Harry Balaban, Harold Costello, James E. Coston, James Donahue, James Gregory, Robert V. Harrison, John Jones, George Kerasotes, Al Kvool, Ralph Lawler, Rudd Lohrenz, Jack Rose, Arthur Schoenstadt, Jerry Shinbach, Edwin Silverman, Dave Wallerstein, and Edward G. Zorn.

A mass-meeting of all Chicago exhibitors, distributors, and employees of the industry to get everyone behind the drive is tentatively scheduled for Sept. 10. Following today's meeting Arthur Mayer left for New York in an effort to induce Collier's Magazine to run an article favorable to the motion picture industry in an early issue of that magazine.

Grosses Up

(*Continued from page* 1)

time ago, correspondents report.

Good pictures coupled with a rebirth of interest in motion pictures by many who, for one reason or another, had attended theatres less frequently over a long period, is generally credited with the business improvement. The upturn is noted in television as well as non-television areas. In fact, television territories which were among the worst hit several months ago, are now reporting the most consistent upturns. They include such areas as Chicago, Boston, Southern California and the North Central territory.

Gaitskell Coming

(*Continued from page* 1)

agreement, which, will become effective Oct. 1. The agreement has been approved already by the American industry.

Joyce O'Hara, Motion Picture Association of America vice-president, and either James A. Mulvey, vice-president of the Society of Independent Motion Picture Producers, or Ellis Arnall, SIMPP president, will sign for the American industry.

UK Pact Guaranty Insures

(*Continued from page* 1)

points to a decrease in theatre attendance, the American share in Eady Tax Plan receipts would be proportionately less than the estimate. Thus, Britain's $4,000,000 minimum guarantee in the new remittance agreement appears to be highly advantageous to the American industry, and stands assured despite any decline in attendance which might occur.

The Eady Tax Plan ordains a small increase in higher-priced theatre tickets, with the added return divided among the Treasury, exhibitors, producers and distributors. The rate of theatre attendance will determine the amount of the return and the disbursals.

Some concern is being expressed among British exhibitors as to the possible effect on attendance of the increase in seat prices under the Eady Plan. Many of them believe that a permanent downward slide in attendance and receipts is indicated by the tax report.

However, others report that the drop is a seasonal one and that weather conditions in the relative period last year was much more favorable to theatres than those prevailing in 1951. Preliminary checks in a choice number of industrial centers appear to show that the increased prices have been largely absorbed by patrons. Cinematograph Exhibitors Association branches plan to make a more detailed study later in the year.

FrenchSubsidyFund Is Running Low

PARIS, Aug. 19 (by Airmail).—The Temporary Aid Fund, earmarked to aid production, is said to be running low. There is talk of increasing the tax on seats in order to refill the depleted coffers. The funds are obtained by the imposition of a tax on seats. That levy varies from five to 10 francs. It is now suggested that the tax be raised to 10 to 20 francs, but exhibitors are not likely to accept any such proposal, business not being what it should be. Instead, they are apt to call for a complete overhaul of Unifrance Film, the semi-official organization set up to spread the word of French films abroad.

Meanwhile, the French government has decided to drop a series of taxes which, until now, were paid by certain educational organizations showing films. This has resulted in a strong protest from the Exhibitors Syndicat. Its president points out that these so-called educational groups "rob" commercial cinemas of about 35,000,000 admissions per year. The financial loss to the exhibitors is estimated at about half a billion francs annually.

Circuits in France WorryIndependents

By HENRY KAHN

PARIS, Aug. 19 (By Airmail).—French independents are worried by the challenge from theatre circuits. Compared with Britain or the U. S., French circuits are small. No one circuit has more than 20 houses. But the independents protest that these circuits are able to book the best films too easily and thereby are a threat to the very existence of independent operations. In the South of France, independent exhibitors have decided to form a cooperative for booking films.

Each member will pay a small percentage to cover costs. No profits will be made. The purpose of the cooperative is to permit the small theatres to book good films on equal terms. Such pictures will actually be booked by the cooperative and then distributed among its members.

French Subsidize Reels

PARIS, Aug. 19. (By Airmail) — French newsreel companies are to receive a subsidy of 65,000,000 francs.

Financial Reports of 9 Companies Cited

From the 5,000 corporation annual reports for 1950 rated in the 11th annual survey conducted by Weston Smith of *Financial World,* nine motion picture companies have qualified for the "Highest Merit" citations, as follows:

Columbia Pictures, Disney Productions, Loew's, Monogram Pictures, Paramount Pictures, RKO Radio, Republic Pictures, 20th Century-Fox, United Paramount Theatres.

The stockholder reports of these companies have thus become candidates for the final judging, and one will be selected for a "Best of Industry" award and presented with a bronze "Oscar of Industry" at the *Financial World* annual report awards banquet on Monday, Oct. 29, in the Hotel Statler in New York. A year ago the 1949 20th Century-Fox Film annual report won the trophy for the best report in this industrial classification.

Balaban Returns

(*Continued from page* 1)

workers called by IATSE Motion Picture Home Office Employes Local No. H-63. Pickets carrying strike banners paraded all day yesterday before the main entrance to the Paramount Building on Times Square and at times extended their line to the corner of the block in front of the Paramount Theatre.

Employees Remained Away

Only Paramount International employes remained away from work at the home office yesterday. Members of other unions, such as the Screen Employes Guild (DPOWA, District No. 65), crossed the picket line after learning that H-63 preferred at this time to see the work-stoppage confined to the struck shop, an SEG spokesman said. A number of SEG members are employed at Paramount Pictures, the parent company.

The strike followed several days of "strike-less" picketing which began after negotiations broke down over a pay raise issue. The union demanded a 10 per cent hike and the company refused to grant more than a $4.50 weekly general raise. Arthur Israel, Paramount Pictures assistant secretary, and Russell M. Moss, H-63 executive vice-president, headed the respective negotiating committees. It was regarded as likely that Balaban and Richard F. Walsh, IATSE international president, would confer today on the issue.

20th-Fox Net

(*Continued from page* 1)

that film rentals for the first seven weeks of the current quarter have shown an increase of 11 per cent over the same period in 1950 and that theatre receipts are now making a better comparison with those of a year ago than at any other time during 1951.

The report for the first half of this year shows that after deducting dividends on prior preferred and convertible preferred stocks, consolidated net earnings amounted to 30 cents per share on 2,769,320 shares of common stock outstanding. Both preferred stocks were retired in full on July 31 last.

After deducting preferred dividends the income of the first half of 1950 amounted to $1.59 a share on the 2,796,161 shares of common then outstanding.

For the second quarter ended June 30, the consolidated net, after all charges was $196,337. After deducting dividends on prior preferred and convertible preferred stocks, this amounted to three cents per share of common. The earnings for the first quarter of 1951 were $874,776. Earnings for the second quarter of 1950 on a comparable basis were $2,842,551, including income of prior years of $1,525,841 from countries with currency restrictions, and were equal to 98 cents per share of common stock.

A comparison of the earnings for the first halves of 1950 and 1951 shows that film rentals for the former were $43,005,675 and for the latter were $42,566,350, and that theatre receipts for the former were $30,227,521 and for the latter, $28,741,913. Amortization of film costs was $30,189,379 for the 1951 half, against $28,147,059 for the 1950 half.

Provision for Federal taxes for the 1951 period was $1,000,000 while $1,750,000 was set aside for that purpose for the 1950 period. The company contributed $666,356 to its employes retirement plan during the 26 weeks ended June 30, 1951, compared with $1,060,000 for the corresponding period of 1950.

20th-Fox Dividend

A quarterly cash dividend of 50 cents per share on the outstanding common stock of 20th Century-Fox has been declared payable on Sept. 29 to stockholders of record at the close of business on Sept. 7, the company announced yesterday.

Trailers

(*Continued from page* 1)

The trailers are part of the overall industry participation which includes the use of newspaper advertisement appeals by top star personalities. All of the motion picture activities for the drive are being handled by the national industry bond drive committee, headed by Samuel Pinanski.

Boston Opening of 'Boy'

BOSTON, Aug. 23.—Paramount Pictures "That's My Boy" opened yesterday at the Metropolitan Theatre here with an exceptionally high opening day gross of $6,700, according to the theatre.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 40 NEW YORK, U. S. A., MONDAY, AUGUST 27, 1951 TEN CENTS

US Receptive To Defense Rating Appeal

Coyne, Porter Will Meet To Weigh Hearing Issue

U. S. Department of Commerce officials have manifested a "receptive" attitude toward the industry's bid for inclusion in the government's list of "essential activities," Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, reported here at the weekend.

Robert Coyne

Coyne, who had prepared and filed the COMPO brief appealing from the Commerce Department's exclusion of the industry from the "essential activities" category, said a conference he expects to have in

(*Continued on page 3*)

Senate Group Kills Tax Provision

WASHINGTON, Aug. 26.—The Senate Finance Committee Friday killed a House-passed provision in the new tax bill that would impose a 20 percent withholding tax on dividends, interest and royalties, which was expected to bring in about $350,000.

It also wrote into the bill a requirement whereby a company paying interest must report to the Treasury

(*Continued on page 3*)

Senate Overrules Overseas Bill Cut

Washington, Aug. 26.—The Senate on Friday overruled its Appropriations Committee's cut of $52,000,000 from the State Department's overseas information program by a vote of 52-16, and thereby sent it back to the House.

The appropriation of $85,000,000, as it had come from the House, had already taken a $30,000,000 cut there.

Allied Meet Aims For Trade Unity

Minneapolis, Aug. 26. — A "higher degree of cooperation throughout the industry," will be one of the major aims of the Allied national convention to be held in New York Oct. 30-31, a North Central Allied bulletin states.

A determined fight will also be staged, the bulletin said, for recognition of motion pictures "as the finest entertainment to be had, and to restore the business to its rightful position as the most profitable of them all."

WB to Buy 50,650 WarnerFamilyShare

Of the 100,000 shares of Warner Brothers stock tendered by the Warner family under the company's July 17 Invitation to tender stock, 50,650 shares will be purchased, H. M. Warner, president, reports to stockholders.

As a result of the invitation, Warner indicated, the company expects to acquire 1,015,900 shares of stock at a cost of $15,000,011. A total of 1,247,967 shares were tendered at such prices that all stock tendered at under $15 a share and approximately 34 per cent of the stock tendered at $15 a share will be purchased. Including the stock previously acquired, the company will hold a total of approximately 1,152,000 shares for cancellation and retirement, leaving approximately 5,620,000 shares outstanding, Warner noted.

450 FOR NT AFTER JUNE DIVORCEMENT

Circuit Will Build Its Own Studio for Video, Charles Skouras Reports

LOS ANGELES, Aug. 26.—National Theatres will have about 450 theatres left when divorcement is completed next June, and will install Eidophor television in many of them by a year from now, providing color television is available by then as expected, Charles P. Skouras, president of National, told 250 department heads, managers and others, in launching the circuit's 16th annual fall drive at the weekend. National Theatres' seven affiliates—principally Fox West Coast, Fox Midwest, Fox Inter-Mountain and Fox Wisconsin—pres-

Charles Skouras

(*Continued on page 3*)

Blank, Wolcott on 'Movietime' Drive

A. H. Blank of Des Moines and Leo Wolcott of Eldora, Iowa, have been named co-chairmen of the executive committee of the Iowa organization which will arrange for participation of exhibitors and distributors of that state in the "Movietime U.S.A." campaign, COMPO headquarters revealed here at the weekend.

Milt Feinberg, of National Screen Service, Des Moines, has been made chairman of a publicity committee which includes Ivan Fuldauer, Art Farrell and Don Allen. Ben Kubby was appointed to arrange for a program of speakers.

Members of the executive committee include Harold Field, Myron

(*Continued on page 6*)

Farnol Press Head For N.Y. 'Movietime'

Lynn Farnol, public relations director for the Organization of the Motion Picture Industry of New York City, has been appointed to handle "Movietime U.S.A." campaign publicity here as it relates to New York exhibitors.

Working in cooperation with the national publicity committee for

(*Continued on page 6*)

UA Slates Sales Drive for October

CHICAGO, Aug. 26.—The first of a series of four United Artists regional sales meetings was informed here yesterday by William J. Heineman, distribution vice-president, that the company will launch a sales drive in October under the slogan "Drive All the Way with UA."

In outlining plans for the drive, Heineman told the meeting of UA

(*Continued on page 3*)

USO Cites Film Stars For Aid to Servicemen

Top motion picture stars have already proved their willingness to do their bit in entertaining servicemen in the newly reactivated USO-Camp Shows setup, two troupes having just returned from Korean fighting fronts. One of these is a variety revue headed by Jack Benny, which included Errol Flynn, Marjorie Reynolds, Benay Venuta, Delores Grey, guitarist Frankie Remely and Harry Kahne. The other was a group headed by Jennifer Jones. Farley Granger and Shelley Winters will leave on a morale junket in the fall. All were recruited through the Hollywood Co-ordinating Committee.

James Sauter, president and Lawrence Phillips, vice-president of Camp Shows, report that at least 14 Camp

(*Continued on page 3*)

TV Out of Red By 1952, Doherty Says

WASHINGTON, Aug. 26.—The majority of television stations will "go out of the red and into the gold before the end of 1951," according to National Association of Radio and Television Broadcasters' official Richard P. Doherty.

Doherty today told an NARTB district meeting that although TV earnings had been on the rise the industry as a whole went into the red in 1950. Only 25 to 30 per cent of TV stations will lose some money in

(*Continued on page 3*)

Brewer to Represent Coast AFL on WSB

Hollywood, Aug. 26.—Roy Brewer, head of the Hollywood studios IATSE and chairman over all committees of the Hollywood Council of the American Federation of Labor, was named at the weekend by the Federal Government's Wage Stabilization Board, to be the AFL's representative on the WSB for all of this area, embracing California, Nevada and Arizona.

Personal Mention

CHARLES EINFELD, vice-president of 20th Century-Fox, will leave here today for Kansas City to address a meeting of Fox Midwest Theatres tomorrow.

•

Clarence Brown, M-G-M producer-director, Paul Douglas and Janet Leigh will arrive here from the Coast Sept. 6 and leave the following day for Pittsburgh.

•

William Pine, with William Thomas, Paramount producers, returned from here to the Coast over the weekend.

•

Robert Weitman, vice-president of United Paramount Theatres, scored a hole-in-one at Grossinger's Country Club in the Catskills, N. Y.

•

Abe Rozenfeld, Titra Film Laboratories president, and Mrs. Rozenfeld, will sail from here for Europe tomorrow on the *SS Queen Elizabeth*.

•

Wolfe Cohen, president of Warner International, will arrive in New York from London aboard the *SS Queen Elizabeth* today.

•

John Stewart has been appointed a booker for Universal-International in Atlanta, replacing Lincy Jones, who is now in service.

•

William Specht, for many years a sales representative for major exchanges in Atlanta, is confined to a hospital there.

•

Robert Thomsen, M-G-M producer, arrived in Washington from the Coast at the weekend.

•

Ben Meliniker, M-G-M attorney, has returned here from a weekend trip to Washington.

•

Arthur B. Krim, United Artists president, will arrive here from the Coast by plane today.

•

Jerome J. Cohen, insurance specialist, has left on a Mediterranean cruise with his wife.

•

Sol Karp, assistant manager of the State Theatre in Hartford, has been recalled to active duty by the Navy.

•

Howard Horowitz, assistant to producer George Stevens, is in New York from Hollywood.

•

Everett Riskin, producer, left here for Hollywood over the weekend.

Tysinger Wins Shea Managerial Award

Dale Tysinger, manager of the Shea circuit theatre in Ashtabula, O., has been selected as the outstanding manager of the circuit for the first six months of this year, E. C. Grainger, president, announced here.

In recognition, he has received a "substantial cash award," the announcement said.

Dud Bomb Scare At Paramount

A bogus bomb scare at New York's Paramount Theatre Friday brought out scores of firemen and policemen who began a search for a bomb which supposedly had been planted there, while patrons filed into the theatre unaware of what was happening.

While hundreds on Broadway curiously stared at the fire engines outside, a hunt in the theatre failed to find any trace of a bomb. A false tip was received by a telephone operator who heard a man's voice say, "I'm going to blow up the Paramount Theatre in New York."

14 RKO Camera Crews For N.Y. Bout

Fourteen camera crews will be employed by RKO Pathe to cover the Sugar Ray Robinson-Randy Turpin middleweight championship fight at the Polo Grounds here on Sept. 12, and the Sandy Saddler-Willie Pep featherweight championship bout at the same site on Sept. 26, Jay Bonafield, RKO Pathe production head, said at the weekend. The fights will be theatre television presentations also in a number of cities, not including New York.

Bonafield said the fights will be filmed in slow motion as well as regular speed. There also will be coverage of the fighters at their training camps prior to the bouts. Present plans call for a 20-minute film of each fight.

Garfield Is Leaving Goldwyn to Join CBS

Sidney Garfield has resigned as director of Eastern publicity and advertising for Samuel Goldwyn Productions effective Aug. 31, to join Columbia Broadcasting on Sept. 10 as director of exploitation for the CBS radio network.

Prior to joining Goldwyn, Garfield was for eight years associated with Warner Brothers in New York on special publicity assignments.

Press Sees 'Little League'

Representatives of this industry's trade press, and of the newsreels, television, radio and the general press, were guests of the United States Rubber Company and of Emerson Yorke, film producer, at the final tournament game of the Little League Baseball Series, which was played on Saturday at Williamsport, Pa. All of the reels covered the event and Yorke produced the annual short subject of the game for the rubber company.

Realart Registers

Albany, N. Y., Aug. 26.—Realart Film Exchange of N. Y., Inc., has registered a certificate to conduct a motion picture exchange business in New York. Incorporators are Carroll L. Puciato, Albert Broder and Frances Kingsley.

Kirby Will Preside At Warner Meeting

John F. Kirby, Warner Brothers Southern sales manager, will preside over a two-day meeting of the company's Southeast and Southwest districts in New Orleans beginning today.

Attending the sessions will be W. O. Williamson, Jr., Southeastern district manager in Atlanta and branch managers Ralph Iannuzzi, Atlanta; H. C. Vogenpohl, assistant branch manager in Atlanta; G. Livingston, Charlotte; R. H. Dunbar, Jacksonville and Luke Conner, New Orleans; Doak Roberts, Southwestern district manager in Dallas and branch managers Ed Williamson, Dallas; Frank Carter, Memphis, and Don Tullius, Oklahoma City. I. F. Dolid, home office executive, will also attend the meetings.

WB's 'Thorpe' Hits $7,400 at Opening

Warner Brothers' "Jim Thorpe-All American," on its opening day at New York's Astor Theatre on Friday grossed $7,400, the best opening day's business there since "Battleground," which bowed a year ago, Maurice Maurer, managing director of the theatre, reported.

With the doors opened at 9:45 A.M., crowds started lining up at eight, with the line extending half-way around 45th Street by opening time. The film stars Burt Lancaster, Charles Bickford, Steve Cochran and Phyllis Thaxter.

Maco Takes Another Divestiture Step

Minneapolis, Aug. 26.—Another step in fulfilling the government decree for divestiture of theatres by Minnesota Amusement Co., a subsidiary of United Paramount Theatres, has been taken with the purchase of controlling stock in the Hollywood and Fifth Avenue theatres at La-Crosse, Wis.

The two theatres had been owned jointly by E. R. Ruben and Maco and with the latter's stock purchase Ruben withdraws as soon as final arrangements can be completed, sometime between Sept. 1-10. Maco has also completed negotiations whereby the O'Klare at Eau Claire, Wis., comes under the management of Shelly Grengs, operator of the Hollywood.

Theatre Guild to Sponsor 'River'

Jean Renoir's Technicolor, "The River," will be sponsored by the Theatre Guild, it was jointly announced at the weekend by Lawrence Langner and Theresa Helburn, co-administrative directors of the Guild, and William J. Heineman, United Artists distribution vice-president. This is the third motion picture sponsored by the group, which numbers its subscribers in 21 cities at 250,000.

The film will have its world premiere here on Sept. 10 at the Paris Theatre.

Newsreel Parade

THE peace talks in Korea and the hurricane in the West Indies are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 69—Hurricane lashes Caribbean region. Seoul celebrates day of liberation. Korea war goes on despite talks. Berlin fights Reds with TV newsreel. Small car speedmark. Speedboat record. Bullwhip skill. Archery.

NEWS OF THE DAY, No. 303—Korea: Reds break off truce parley. Hurricane plays havoc in the Tropics. Mud traps USS Wisconsin. Italian training ship here. Archery champs. New speed record. Whip-wizard performs.

PARAMOUNT NEWS, No. 106—Italian training ship here. Hurricane hits Jamaica. Ebbet's Field welcomes "Rhubarb". Clans parade in Scotland. Truce talks on-again off-again. Cowpoke uses whip with skill.

TELENEWS DIGEST 34-B—UN forces battle Reds. Ethiopia replacements for Korea. Paul Hoffman. Jap pact conference. UN construction in Paris. Rockefeller weds. Chimp story. Pin-ball craze. Gathering of Clans in Scotland.

UNIVERSAL NEWS, No. 485—Hurricane lashes West Indies. Korea fighting increases as truce deadlocks. Seoul liberation day. Italian training ship here. Auto speed record. Whip expert performs.

WARNER PATHE NEWS, No. 4—Jet plane hits "G.I.'s" at Fort Dix. Hurricane lashes West Indies. Fire rages in Northwest forest. Crisis in Korea. Scots hail march of the clan. Fashions. Sugar Ray Robinson and Turpin sign. Racing.

Detroit Fox Theatre To Try New Policy

Detroit, Aug. 26.—The Fox Theatre here will try a new policy when Spike Jones brings his musical "Depreciation Revue" to its stage on Aug. 30.

Only two complete shows a day will be held at scheduled times instead of a continuous showing. Between shows the theatre will be dark. Tickets also will be sold in advance on a non-reserved seat basis, but sales will be limited to house capacity. Prices will not be increased.

Adopt Stage Policy

Cleveland, Aug. 26.—Two-a-day vaudeville will return to Cleveland on Sept. 6 when the RKO Palace Theatre introduces this spot policy. Manager Max Mink reports that all seats will be reserved for the 2:30 and 8:30 weekday shows and for the 2:15-5:30 and 8:40 Saturday and Sunday shows. Prices at all times are scaled at 50 cents to $1.00. Spike Jones and a company of 44 will re-introduce the policy.

NewMartin-LewisVehicle

"Jackpot," the Broadway musical of several seasons ago, has been purchased by producer Hal Wallis as a screen vehicle for the comedy team of Dean Martin and Jerry Lewis.

30-Cent FP-C Dividend

Ottawa, Aug. 26.—Famous Players Canadian Corp. has declared a 30-cent dividend for the quarter ending Sept. 30 on common shares, payable Sept. 22 to shareholders of record on Sept. 7.

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Coyne

(*Continued from page* 1)

two weeks in Washington with Dr. A. M. Porter of the Department will determine whether there will be a hearing on the appeal.

Since the filing of the appeal in Washington early this month, Coyne has conferred there with Porter and other Department officials who, the COMPO executive said, have shown eagerness to weigh every aspect of the industry's bid. The appeal brief stated categorically that the industry is an instrumentality of defense, and supported this assertion with a wide array of arguments and references to past performance.

No Idle Statement

Last week the industry proved it was no idle statement that "the machinery of the motion picture industry is available and ready for instant and continuing use for the country's good," as the brief pointed out. As part of a planned concentrated industry effort in behalf of the defense bond drive during September and October, a series of special full-page bond drive "plug" newspaper advertisements were prepared featuring statements by Clark Gable, Marlene Dietrich, Jimmy Stewart and Eddie Cantor.

USO Cites Stars

(*Continued from page* 1)

Shows units will be playing to soldier audiences overseas by March 1, 1952.

A six-act revue will leave for Korea on Sept. 7 with another due to follow early in November. November will also see units in Europe and Alaska. Variety artists from all entertainment media are being lined up for companies slated for Korea and Alaska around Dec. 1. In mid-December, an entertainment group will be dispatched to Europe. On Jan. 1, Feb. 1 and March 1, companies are scheduled to start performing in Korea and Alaska with another in Europe early in February.

Five Performing in Korea

Currently, there are five Camp Shows groups performing in Korea, Alaska and the USA, with another unit slated to leave for camps and bases in the United States on Aug. 27. Also, there are three commercially-sponsored units in Europe, all of which are routed and administered by Camp Shows.

TV Out of Red

(*Continued from page* 1)

1951, he predicted. He said the outlook for both radio and television is good, but rising wages and production costs make it necessary to exert "sound management," and he said the difference between profit and loss for TV stations this year will be in the extent to which they hold down costs.

Tax Provision

(*Continued from page* 1)

any payments over $100.00. Under this provision, the Secretary of the Treasury may require the reporting of lesser amounts.

In a third action, it killed a House-passed provision increasing the capital gains tax from its present 25 percent to 28.125 percent. The increase would have brought in $87,000,000.

Review

"Angels in the Outfield"

(*Metro-Goldwyn-Mayer*)

THE ROBUST game of baseball is peppered with some celestial whimsy in "Angels in the Outfield," to make a delightful mixture. The picture is rich in novelty and charm and patrons should respond enthusiastically.

Although the story centers around a team called the Pittsburgh Pirates, and chooses Forbes Field for location, a foreword informs that the team could be any one and the place anywhere.

Paul Douglas plays a loud-mouthed, slugging manager with a penchant for abusing umpires and pouring out thunderous epithets. As for his team, well, it's just in a very depressing way. One day, when Douglas is experimenting with a few shiny new epithets, a voice from the sky tells him to cut out the fighting and tone down the language. The chastising voice identifies itself as that of an angel and lets Douglas know that for his self-control it will reward his losing team with assistance from the Heavenly Choir Nine.

A well-rounded cast has been assembled by producer-director Clarence Brown for the proceedings. Janet Leigh plays a young household hints reporter who is assigned to cover baseball, and consequently gets her ears singed by Douglas' tongue. Keenan Wynn turns in an admirable performance as the sports announcer with a chip on his shoulder for Douglas; and Donna Corcoran as an orphan child who sees the angels helping the beset team, is always winsome. Also in the picture are surprise appearances by Bing Crosby and some baseball greats of yesteryear.

Before long, the celestial help puts the Pirates away up in front. But by talking to the angel, Douglas brings himself to a point where his sanity is doubted. A hearing before the baseball commissioner is humorously presented.

By the finale, Douglas' team wins the pennant on its own merits, while Douglas himself wins Miss Leigh's hand and adopts Miss Corcoran.

The screenplay, by Dorothy Kingsley and George Wells, was based on a story by Richard Conlin.

Running time, 102 minutes. General audience classification. Release date, Sept. 14.

MANDEL HERBSTMAN

UA Sales Drive

(*Continued from page* 1)

Midwest branch managers that the company has made definite progress since its "Blueprint for Tomorrow" convention in May. He emphasized that it is in a position to continue its steady upward climb through the strength of its release schedule for the balance of the year and the product line-up for the coming year.

After the Meeting

Immediately after the meeting, Heineman and Max E. Youngstein, UA advertising-publicity chief, and Bernard G. Kranze, Heineman's executive assistant, departed for San Francisco where the next sales conference is scheduled with Western branch managers.

Youngstein outlined for yesterday's parley, held at the Blackstone Hotel, merchandising plans for Harry Popkin's "The Well," Jean Renoir's "The River," "Mr. Drake's Duck," "Hotel Sahara," and "A Christmas Carol," and other releases.

Also Present

Also present at the meeting were Milton Cohen, UA Western-Southern division manager, and the following branch managers: Harry Goldman, Chicago; Joseph Imhof, Milwaukee; W. Hames, Indianapolis; S. Bowman, Detroit; A. Swartz, Minneapolis; D. McLucas, Omaha, and R. Amacher, Kansas City.

Approves TV Requests

WASHINGTON, Aug. 26.—The Federal Communications Commission has revealed that it has approved the request by 41 television stations for temporary increase in operating power since it announced late in July that it would relax its television freeze to the extent of acting on petitions for their power. The stations affected are scattered in all sections of the country.

$1,600 for 'David'

Darryl F. Zanuck's "David and Bathsheba," is understood to have opened to a $1,600 day's gross at the Lyric Theatre in Asbury Park.

450 For NT

(*Continued from page* 1)

ently operate about 550 theatres.

Skouras told the gathering that the circuit will build a big studio here as a point of origin for material to be televised to its theatres.

Attacking gloom and pessimism, Skouras said, "I have never had greater confidence in the theatre industry than I have today. Its place in American life is firmly established and assured. Fine, spacious theatres, with superior sound and projection, colorful surroundings and ample parking capacity, will continue to be best medium of public entertainment. Do not let anybody mislead you about the future of this business."

Skouras said the circuit's reports show attendance has been on the increase for some time and he expects the increase to gain momentum during the next six months.

George Bowser, general manager of Fox West Coast, announced that both the Southern and Northern California divisions had finished over their quota in the recently concluded ninth annual "Skouras Drive," and he distributed $31,000 in prizes among managers and bookers.

Donigan Is Promoted

Khoren Donigan has been promoted from accountant to office manager at DeLuxe Laboratories here. The laboratories process motion picture film for 20th Century-Fox and several other companies.

CAT-alogue Of Paramount Pictures Showmanship

"RHUBARB" TESTIMONIAL BANQUET IS ATTENDED BY CELEBRITIES OF CAT WORLD

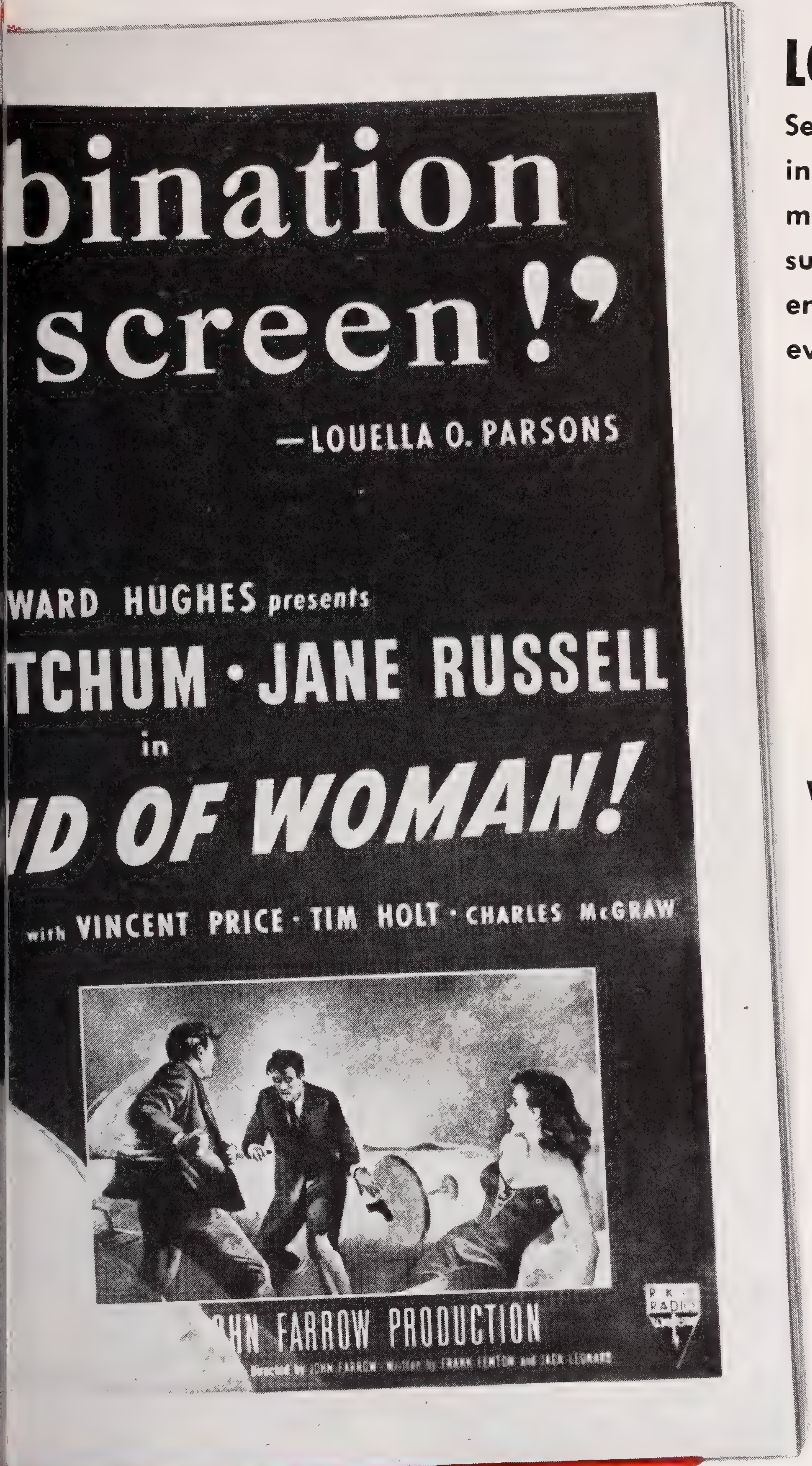
The elite of catdom greeted the feline star of Perlberg-Seaton's comedy, "Rhubarb," at a dinner which was catered by the Puss 'N Boots Catfood Company and held at the Hotel Granada in Brooklyn. Cats of theatrical and social prominence attended, graciously posing for the press which covered the event. The World Premiere of "Rhubarb" takes place at the Globe on Broadway, August 30th.

Duplicate This Money Stunt With Locally Selected "Mr. Rhubarb"

Talk About *BIG* Na

Reproduced directly from the full-color magazine ads.

onal Ad Campaigns!



bination
screen!’

—LOUELLA O. PARSONS

WARD HUGHES presents
TCHUM · JANE RUSSELL
in
D OF WOMAN!

with VINCENT PRICE · TIM HOLT · CHARLES McGRAW

HN FARROW PRODUCTION

LOOK AT THIS ONE!..

Seat-selling sockeroo FULL-COLOR ads in 50,773,473 copies of national magazines and Sunday newspaper supplements — numerical circulation enough on readership statistics to reach every moviegoer in the country!

Four-color, double-page spreads in

LOOK
LIFE

Four-color, full pages in

SATURDAY EVENING POST
COLLIER'S
TIME
NEWSWEEK
HOLIDAY
WOMAN'S HOME COMPANION
COSMOPOLITAN
TRUE STORY
ESQUIRE
McCALL'S
REDBOOK
AMERICAN WEEKLY
(Sunday newspaper supplement in 22 cities)
MOTION PICTURE
MOVIE STORY
TRUE CONFESSIONS
PHOTOPLAY
MOVIELAND
SCREEN GUIDE
MOVIE LIFE
MOVIE STARS PARADE
SCREENLAND
SILVER SCREEN
MODERN SCREEN
SCREEN STORIES

TOTAL CIRCULATION 50,773,473!

Pep Fight May Not Reach Minneapolis

Minneapolis, Aug. 26. — Harry B. French, president of the Minnesota Amusement Co., expressed doubt as to whether Maco's Radio City Theatre here will be ready to carry the exclusive theatre telecast of the Sandy Saddler and Willie Pep fight on Sept. 26. He said it seemed uncertain at this time that there would be a closed circuit ready in time for the bout.

Blank and Wolcott

(*Continued from page 1*)

Blank, W. F. DeFrenne, Dale McFarland, Milton Weiss, Rudy Eaulds, Nate Sandler, Al Schuyler, Charles Illes, James Yannis, Art Thiele, Mrs. Carl Parsons, Charles Niles, Charles Jones, Vic Shipright, Dick Phillips, Ed Kugle, A. C. Myrick, and Herman Field.

The Finance Committee

The finance committee is composed of Don Smith, chairman; Bill Curry, Leo McKekneay and Al Myrick.

Don Hicks is chairman of the distribution committee, composed of Robert Conn, Gerry McGlynn, Julian King, Paul Webster, Charles Caligarri, Lou Levy, Byron Shapiro, Leon Mendelson, Don Conley, Bill Johnson and George Baumeister.

DENVER, Aug. 26.—The exchanges were closed for the "Movietime, U. S.A." meeting at the Denham Theatre here Friday morning. About eight hundred heard Reverend Bill Alexander give an inspirational talk and Bob O'Donnell, 'Jubilee' director, outline plans for campaign. Pat McGee, general chairman for the Denver area emceed the meeting. Seventy attended a luncheon later at which specific plans were gone into.

Guild Promotes Goodwill

HOLLYWOOD, Aug. 26.—The first two articles in a series of eight discussing the skills that go into motion picture production have been published by the Screen Producers Guild, Inc., it was announced by Robert Sisk, chairman of the publicity committee. The articles were prepared by Arthur Hornblow, Jr.

Reviews

"You Never Can Tell"

(*Universal-International*)

A GOOD, fast comic idea has been translated into a film that has all the makings of a "sleeper." At a special "sneak" preview in a New York neighborhood house the overflow audience rocked with continuous laughter. Heading the cast are Dick Powell, Peggy Dow and Charles Drake.

The first bit of whimsy in the story takes place when an eccentric millionaire leaves his fortune to a handsome German Shepherd dog, and names his secretary, Miss Dow, as trustee and next-in-line to the estate.

Presently the dog is found dead of poisoning and his spirit ascends to animal heaven, better known as Beastatory. It seems that in Beastatory animals who have brought disgrace to the realms are ordered back to earth to live as "humanimals." The poisoned German Shepherd is in good grace but requests permission to become a humanimal and return to earth long enough to solve his own murder.

The request is granted and a champion filly is assigned to accompany him. The dog materializes into Dick Powell a "private eye" and the horse into Joyce Holden. In less competent hands the material might have been strained, but under Lou Breslow's direction, from a screenplay by himself and David Chandler, the farce emerges pleasant and agreeable.

Powell goes through a series of adventures and difficulties until he finally proves the dog was murdered by Charles Drake, a promoter with an eye on the estate via marriage to Miss Dow.

After all is solved and done, Powell decides not to return to Beastatory. Miss Dow is just too attractive. Leonard Goldstein produced.

Running time, 78 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

"Criminal Lawyer"

(*Columbia*)

A ROUTINE melodrama, "Criminal Lawyer" depicts the adventures of an attorney in the practice of his profession. Although there is little about the picture that sets it apart from dozens of others, it has a fluidity of action which makes it diverting fare. Pat O'Brien plays the focal role as the sly criminal lawyer who is about to retire from his hectic career into the decorum of a judgeship. However, his reputation for shady practices rebounds and the appointment falls through.

The screenplay, by Harold R. Greene, rises in excitement as it depicts O'Brien in legal action, resorting to clever maneuvers to win cases. The slight romantic role in the story is played by Jane Wyatt, O'Brien's girl Friday, who has an affectionate regard for him. Mike Mazurki as O'Brien's devoted bodyguard, rounds out the cast.

Having failed to get his appointment, O'Brien turns heavily to drink and grows more and more dissolute. He is jolted out of retirement and decay when a corporation lawyer goes to him for help, the same lawyer that ruined O'Brien's appointment to the bench. It appears the lawyer's son has been arrested on a hit-and-run charge. O'Brien again has to resort to his old bag of tricks to get the boy acquitted. Next an underworld figure is found slain and Mazurki is accused. It takes all of O'Brien's resources as a lawyer and an amateur sleuth to win freedom for Mazurki. As a happy finale he finds that the judgeship this time is really waiting for him.

Rudolph C. Flothow produced and Seymour Friedman directed.

Running time, 74 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

COMING SOON!
JACK BRODER PRODUCTIONS
PRESENTS
"TWO-DOLLAR BETTOR"
JOHN LITEL · MARIE WINDSOR · STEVE BRODIE
"THE BASKETBALL FIX"
JOHN IRELAND · MARSHALL THOMPSON · VANESSA BROWN
"BRIDE OF THE GORILLA"
BARBARA PAYTON · LON CHANEY · RAYMOND BURR

Krenitz to Republic

CLEVELAND, Aug. 26.—Joe Krenitz, who recently sold his interest in the Cedar and Quincy theatres to his partner, Irwin Gross, will return to distribution here as city salesman for Republic Pictures, succeeding Jules Livingston, who was recently promoted to New Haven branch manager.

Open 'Man', 'Edge' Here

The late Robert Flaherty's "Man of Aran," and Michael Powell's "The Edge of the World" will open here on Aug. 31 at the 55th Street Playhouse. The films are being re-released.

25-Cent W. B. Dividend

At a meeting of the board of directors of Warner Brothers Pictures, held here, a dividend of 25 cents per share on the common stock was declared, payable on Oct. 5 to the stockholders of record on Sept. 7.

Parsons Opens Branch

ATLANTA, Aug. 26.—Grover Parsons, formerly with Film Classics in Atlanta, has opened a local for Selective Pictures.

12 Million State Tax For Amusement Bus.

Washington, Aug. 26.—Amusement enterprises paid a total of $4,931,000 in state license taxes in the 37 states making this type of levy and paid in sales and gross receipts taxes a total of $12,885,000 in 33 states in the 1951 fiscal year, according to a census bureau report today.

Farnol

(*Continued from page 1*)

"Movietime U.S.A.", and Charles E. McCarthy, co-ordinator of publicity, advertising and exploitation for the campaign, Farnol will serve as "Movietime's" contact with New York daily newspapers and will assist in handling the personal appearances of stars here and other "Movietime" activities of a local nature.

Glett in New CBS Post

HOLLYWOOD, Aug. 26.—Charles L. Glett, former vice-president in charge of television for the Don Lee Network, and in recent months administrative assistant for station KTSL, CBS-owned television station in Hollywood, has been named vice-president in charge of network services in Hollywood for the CBS radio and Television divisions.

Week of Stage Shows

BOSTON, Aug. 26.—Starting Sept. 20, for one week, the RKO Boston Theatre here will have a two-a-day stage program and a feature film, with reserved seats at all performances. There will be three-a-day on Saturday and Sunday, also with reserved seats, it was announced by Ben Domingo, New England district manager for RKO Theatres.

'P. A.'s' for Bob Hope

CHICAGO, Aug. 26. — Bob Hope is said to have promised to appear with Marilyn Maxwell for one show on the stage of the Chicago Theater this week. Hope will stop off to do the show en route to his date to play the Michigan State Fair. Miss Maxwell and Jack Carter opened a one-week stand at the Chicago on Friday.

John Bachman Services

ATLANTA, Aug. 26.—John Bachman, branch manager of Monogram Southern exchanges in Charlotte, died here of a heart attack late last week. The widow and two sons survive. Services were held in Charlotte.

OPPORTUNITY KNOCKS
Get in on ground floor of a national motion picture and TV production-distribution set-up. Last period paid 11% to shareholders. Unusually safe investment. Only $55,000.00 left open to public.
FILM FIN. CORP.
6758 Hollywood Blvd. Hollywood, Calif.

NEWEST PLOT in the world...

Boy meets girl is one of the oldest plots in the world. Yet in the hands of today's writers, directors, and technicians it is the newest—sparkling, ever fresh.

Great credit is due these men—their imagination and their skill in the use of modern equipment and materials.

The Eastman Kodak Company is proud of the part it has been able to play. Through the Eastman Technical Service for Motion Picture Film, it helps studios in the selection, exposure, and processing of black-and-white and color film; helps laboratories in setting up control systems and to establish new standards of quality and economy; helps exchanges and exhibitors—always making sure that each foot of film produces optimum results, gets its best showing.

In carrying out this work, the Eastman Kodak Company maintains branches at strategic centers, invites inquiries from all concerned. Address:

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"Thunder on the HILL" is taking New England by storm

Biggest grosser in 12 months at Astor Theatre, Boston... and for the first time in the theatre's history

THE SECOND WEEK IS BIGGER THAN THE FIRST!

Claudette COLBERT Ann BLYTH

"THUNDER ON THE HILL"

with ROBERT DOUGLAS · ANNE CRAWFORD
PHILIP FRIEND · GLADYS COOPER · MICHAEL PATE · JOHN ABBOTT
Screenplay by OSCAR SAUL and ANDREW SOLT
Directed by DOUGLAS SIRK · Produced by MICHEL KRAIKE
A UNIVERSAL-INTERNATIONAL PICTURE

BIG, too,
in Providence,
Hartford, New Haven,
Waterbury, Fall River,
Lawrence, New Bedford.

FLASH TOPPING
"HARVEY" BUSINESS
in Scranton, Pa.
Wilkes-Barre, Pa.
Bethlehem, Pa.

Start a $hower at your boxoffice. Universal International *Book it now!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

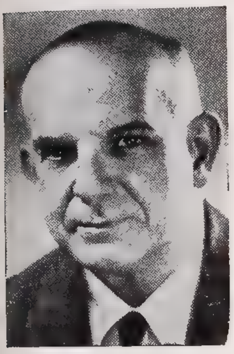
VOL. 70. NO. 41 NEW YORK, U. S. A., TUESDAY, AUGUST 28, 1951 TEN CENTS

Own Sales in UK Boost Rep. Returns 35%

Yates Urges Production, Distribution Expansion

By PETER BURNUP

LONDON, Aug. 27.—Republic Pictures' British business returns have increased by between 35 to 40 per cent since the company set up its own distribution organization here six months ago, Herbert J. Yates, president, reported.



Herbert Yates

Yates, who is here from the U. S. on a business visit, also said he will suggest that Republic establish a budget in excess of £3,000,000 ($6,400,000) for expenditure in the course of the next two

(Continued on page 5)

'David,' 'Thorpe,' Berle Set Pace For N. Y. Grosses

The influx of ex-servicemen for the Veterans of Foreign Wars convention here and the return of many children from summer camps aided Broadway grosses this week with such films as "David and Bathsheba," which broke a record at the Rivoli, "Jim Thorpe—All American," and the Roxy attraction of Milton Berle and Dagmar and "Meet Me After the Show," setting the pace.

The Rivoli's record-breaking

(Continued on page 5)

Palace Back to Two-a-Day 'Vaude'

A straight stage show policy will be inaugurated at New York's Palace Theatre on Oct. 16 with Judy Garland, who has just returned from a tour of Europe, topping the bill. The announcement of an extended two-a-day reserved seat engagement was

(Continued on page 5)

Loew's to Resume Decree Talks Soon

Washington, Aug. 27.—Justice Department officials said today they expect consent decree talks with Loew's to get under way again "shortly after Labor Day." The talks have been in abeyance through the summer months.

Building of Three More Drive-Ins Authorized by NPA

WASHINGTON, Aug. 27.—The National Production Authority has okayed three more theatre-building projects, ruling that they are exempt under the terms of the new construction order.

Approved were a $7,450 drive-in proposed in Lewistown, Me., by Royal J. and John J. Boldue; an $8,500 drive-in in Douglas, Ariz., proposed by W. P. Wickersham and B. J. Leavitt, and a $13,000 drive-in in Douglas, proposed by the Tri-Delta Amusement Co. NPA officials said they assumed all were exempt under the new order on grounds of using less than the prescribed amounts of steel, copper and aluminum.

11 Percentage Suits Settled

Three percentage actions brought by distributors in Pittsburgh, involving Charles Argentine and James Morosco, operators of the Keith Theatre in Burgettstown, Pa., have each been concluded upon the filing of a stipulation to the effect that the defendants had accounted and paid in full to each plaintiff the amount found to be due on account of the matters set forth in the respective complaints. The actions had been filed by RKO, Paramount and Loew's. Reed, Smith, Shaw and McClay of Pittsburgh represented the distributors, with Sargoy and Stein of counsel.

In Carson City, Nevada, eight percentage actions pending in the U. S.

(Continued on page 5)

One Convention for TOA, Allied Units

MEMPHIS, Aug. 27. — Tri-States Theatre Owners, TOA affiliate, and Mid-South Allied decided in Memphis today to hold a joint convention Oct. 16-17 at Hotel Gayoso here as part of the Council of Motion Picture Organizations' "Movietime, U.S.A." golden

(Continued on page 5)

SAG, IA Ask Change in T-H Law for Films

Senators Sympathetic To Union Shop Problem

WASHINGTON, Aug. 27.—Spokesmen for the Screen Actors Guild and the IATSE today asked Congress to ease the union shop provisions of the Taft-Hartley law as applied to motion picture production workers.

Roy Brewer, representing IATSE and the Hollywood Film Council, actor Richard Carlson and SAG executive secretary John Dales, Jr., testified before a Senate labor sub-committee. At present, the Taft-Hartley law allows union security contracts but provides that workers do not have to join the union until 30 days after employment and that a clear majority of the workers must favor the union in a National Labor Relations Board election before a union shop contract can be negotiated. The Senate sub-committee is holding hearings on a bill to change these provisions for workers in the building and con-

(Continued on page 5)

FOR sheer excellence in entertainment, nothing quite like M-G-M's "An American in Paris" has come from Hollywood in quite a spell. It is marked by originality and artistry of a high degree. It contributes new talent. It brings freshness to a familiar romantic situation. It does not hesitate to employ the fine arts—ballet, classical music, painting—to further its own purposes. Still and all, it is amiable, humorous and always the story of people whom audiences will understand and like. It makes a substantial contribution to the art of the screen and its advancement. It well may mark a new milestone in the production of film musicals. SHERWIN KANE

"An American in Paris"

(Metro-Goldwyn-Mayer)

IF ANY serious fault can be found with "An American in Paris" it must be that it gives the customers too much for their money. It would be embarrassing, experience would indicate, if they expected as much every time they entered a theatre.

The picture is a credit to the industry as well as to the people and the studio who made it. No intelligent showman can sit through its unreeling without feeling proud that he is a part of the industry in which it was produced. "An American in Paris" is Entertainment, with a capital E, and of the highest order.

It has Gene Kelly in his finest performance as dancer, lover and singer. Alone and in company he dances to George Gershwin music and sings the Ira Gershwin lyrics. It presents for your audiences',

(Continued on page 4)

Chicago Colosseum Bitter Over Wage Pact; May Secede

CHICAGO, Aug. 27.—Up in arms over what they term an "inadequate settlement" of their pay and expense demands, the Chicago loge of the Colosseum of Motion Picture Salesmen is considering a mass resignation from the union, a spokesman for the local group revealed today.

(MOTION PICTURE DAILY reported on Friday that a compromise agreement between eight distributors and

(Continued on page 4)

'U,' UA Denials of U. S. Charges Due

United Artists and Universal this week will file general denials of the allegations contained in the Department of Justice show cause order alleging that the presence of Robert S. Benjamin in both companies tends to reduce competition between them.

Additionally, United Artists will op-

(Continued on page 4)

Personal Mention

HENRY SOUVAINE, president of Souvaine Selective Pictures, has postponed his return here from Europe in order to attend the Venice Film Festival.

•

MILTON J. YEOMAN, office manager at RKO Pictures, will return here Monday from Fort Monmouth, N. J., where he has been reserve executive officer of visual training aids for the past two weeks.

•

THOMAS WALKER, New York representative of the Bank of America on motion pictures, was married last Saturday to Dorothy Douglas of Congers, N. Y.

•

DAVID GOLDING, former 20th Century-Fox publicity manager, is vacationing on Nantucket Island prior to taking over a new publicity managerial post here next week.

•

JANE LEE HARRIS of the staff of Father James Keller's The Christophers, is spending most of the summer touring Europe on a student's career guidance mission.

•

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, will return here today from a vacation.

•

HERMAN M. LEVY, general counsel of the Theatre Owners of America, was in New York yesterday from New Haven.

•

PHILIP A. WAXMAN, producer, is in New York from Hollywood.

Senate Tax Rider Favors Small Firms

WASHINGTON, Aug. 27—The Senate Finance Commitee today voted to ease the house-approved corporate tax increases on small firms.

The house voted to raise from 25 per cent to 30 per cent the corporate rate on the first $25,000 of corporate income and from 47 per cent to 52 per cent the rate on the rest. The senators went along with the house boost on income over $25,000, but voted to make the new rate on income under $25,000 only 27 per cent, a mere two percentage point increase.

The change will save small firms about $150,000,000 a year, staff officials estimated.

The senators also voted to raise the corporate tax ceiling from 62 per cent to 70 per cent and the effective rate on excess profits to 82 per cent, both provisions identical with the House bill.

The Senate committee dropped a house provision which would cut back the excess profits tax credit for some firms from 85 per cent of the average of the best three of the four 1946-49 years to 75 per cent. This will mean a revenue loss of about $610,000,000 in the bill.

UA Sales Meet on Coast Opens Today

SAN FRANCISCO, Aug. 27.—With the principal topic due to be the sales drive which United Artists will touch off in October, the company's Western sales personnel will convene here tomorrow for a one-day conference. Conducting the meeting will be William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president and director of national advertising-publicity, and Bernard G. Kranze, executive assistant to Heineman.

Branch Managers

Branch managers of this territory, headed by James Velde, Western district manager, will receive from the home office executives an outline of sales policy on the release schedule set by UA for the balance of the year, together with an outline of merchandising slated for the individual pictures.

Branch managers who will attend the meeting will be: Ralph Clark, Bud Austin, Clarence Olson, A. J. Sullivan and Richard Carnegie.

Broder to Open an Exchange in N. Y.

Realart Film Exchange of New York, Inc., Al Broder, president, and Carroll Puciato, vice-president and treasurer; will open here on Tuesday, Sept. 4, in the Film Center Building.

Jack Bellman has been appointed Sales Manager. Bellman's most recent affiliation was as Metropolitan sales manager for Eagle Lion Classics. At one time he was New York branch manager for Republic and also Columbia Pictures.

Operated Theatres

Broder, who has owned and operated theaters in Detroit and Los Angeles, is presently an executive in the home office of Realart and will make his headquarters at the exchange.

Puciato is also general manager of exchange operations and will continue his headquarters at the home office, assuming some duties in the exchange.

In addition to Realart reissues, the exchange will handle the distribution of Jack Broder's new feature productions, totalling 10 per year. The exchange will also distribute some other new Hollywood product and foreign films.

Skouras Meets With Truman in Capital

WASHINGTON, Aug. 27.—Twentieth Century-Fox president Spyros Skouras had a 15-minute interview with President Truman at the White House today, but aides said it was "strictly on non-film business."

Toronto Tent Meeting

TORONTO, Aug. 27.—Toronto Tent No. 28 will hold a dinner meeting here tomorrow evening at its clubrooms to consider plans for the semi-annual meeting of Variety in Oct.

Fiscal 1951 Ticket Tax Returns Dip

Washington, Aug. 27.—General admission tax collections in the fiscal year of 1951, covering July, 1950, through June, 1951, amounted to $346,491,715, the Bureau of Internal Revenue has announced. This is $24,752,303 less than the $371,244,019 collected from this source in the 1950 fiscal year, the Bureau said.

Set TESMA-TEDA Convention Plans

LOS ANGELES, Aug. 27.—The TESMA West Coast office advises that the program for the annual convention of the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers' Association has been formulated. The conventions of these two associations will be held at the Ambassador Hotel in Los Angeles on Oct. 11-13.

Boards Will Meet

There will be board meetings of both associations on the morning of the 11th. An all-industry luncheon will follow. The afternoon will find both associations conducting their regular business meetings, the results of elections being announced at that time. Friday noon, TESMA will give a luncheon for TESMA members and TEDA will open the day with its annual breakfast. There will be an open forum at two P.M. to which the industry is invited. The forum will be preceded by addresses given by industry executives and by Nathan Golden of the U.S. Department of Commerce. Representing TEDA at the round table will be Ken Douglas of Capitol Theater Supply, Boston; B. F. Shearer of B. F. Shearer Co. of the West Coast, and Nash Weil of Wilkin Theater Supply Co., Atlanta. Those who will represent the manufacturers have not as yet been selected.

Fail to Mediate Para. International Strike

IATSE Motion Picture Home Office Employes Local No. H-63 resumed picketing of the main entrance to the Paramount Building on Times Square late yesterday afternoon after several hours were given over to a vain attempt to settle the strike of Paramount International "white collar" workers. Pickets were absent Saturday and Sunday because the struck office was closed those days, and they did not appear yesterday until it became apparent that a mediation meeting called by Commissioner Nathan of the New York State Conciliation Service could not resolve the issue.

The union is demanding a 10 per cent pay boost, and although the company raised its counter offer "slightly," it was "not a reasonable offer when compared to the national pattern," declared Russell M. Moss, executive vice-president of the local.

Coming Events

Aug. 29—United Artists sales meetings, New Orleans; **Aug. 30**—New York.

Sept. 4-5—Monogram-Allied Artists executive meeting, Muehlebach Hotel, Kansas City.

Sept. 12—Screen Producers Guild's first annual "Milestone Dinner," Hollywood.

Sept. 18-19—West Virginia Allied Theatres' Association annual convention, Daniel Boone Hotel, Charleston, W. Va.

Sept. 23-27—Theatre Owners of America annual convention and trade show, Hotel Astor, New York.

Sept. 24—"Movietone U.S.A." nationwide radio broadcast.

Sept. 24-26—Motion Picture Industry Council of Canada annual meeting, Mount Royal Hotel, Montreal.

Invite Thousand to 'Sun' Bow Here

More than 1,000 celebrities have been invited to attend tonight's premiere of Paramount's "A Place in the Sun," at New York's Capitol Theatre. Radio station WOR-Mutual will broadcast the ceremonies, with Warren Hull slated to interview the guests.

Among those invited are: Sid Caesar, Dane Clark, Anita Colby, Marc Connolly, Jackie Cooper, Ambassador Abba S. Eban, Si Fabian, Ruth and Augustus Goetz, Ruth Gordon, Oscar Hammerstein II, Arthur L. Mayer, Horace McMahon, Ethel Merman, Herbert Bayard Swope, Mel Torme, Adolph Zukor.

'Nightingale' Moves

"Emperor's Nightingale," after 16 weeks at the Trans Lux here, moves over to the Broadway Embassy on Friday for a continued engagement at popular prices. William L. Snyder is presenting the film.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON . AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYDE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Here is a love story of today's youth searching for happiness...a film created with deep compassion and maturity. It's

A PLACE IN THE SUN

SEVENTEEN's PICTURE OF THE MONTH for September —a picture we're proud to recommend to our movie-going readers...2,500,000 thoughtful, mature young women.

seventeen

the entertainment magazine for young women in their teens.

Reviews

"When Worlds Collide"

(Paramount)

THE END of the earth through a collision with another planet is envisioned in "When Worlds Collide." Produced in Technicolor by George Pal, this latest addition to the science-fiction cycle is very likely to have strong popular appeal. The scientific aspects are presented with interest and imagination although the romance that has been fitted into the story is of routine quality. Considered in comparison to others in the category the picture is well-made.

According to the findings of a scientist, two heavenly bodies are heading towards earth. One is expected to miss the earth but cause great fires, earthquakes and tidal waves. Nineteen days later the second planet is expected to crash into the earth and destroy it.

When the findings are checked and corroborated by scientist Larry Keating, considerable skepticism follows. Keating manages however to get supporters for a rocket ship project to fly a select group of people to a new planet when doomsday arrives.

A romantic triangle involves Keating's daughter Barbara Rush and Richard Derr, a footloose pilot, and Peter Hanson, a doctor. There is a vivid impact to the scenes in which fantastic havoc is wreaked by the first planet and complete demolition by the second. There is also considerable drama surrounding the building of the rocket ship, its eventual flight to the new planet, and the start of life there by the 20th Century pilgrims.

Rudolph Mate has directed with an interesting grasp of science-fiction entertainment values. The screenplay by Sydney Boehm was based on a novel by Edwin Balmer and Philip Wylie.

Running time, 81 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"Her Panelled Door"

(Souvaine Selective Pictures)

A SUSPENSEFUL romantic drama of a woman amnesia victim which should do well, especially in art houses, has been produced by Associated British-Pathe, Ltd., released in this country by Souvaine Selective Pictures. "Her Panelled Door" tells an interesting story acted by an all-English cast headed by Phyllis Calvert, who has appeared in a number of Hollywood productions.

Bewildered and haunted by wild nightmares, the amnesia victim, Miss Calvert, is afraid to discover her true identity. Plagued by confusions, she marries Richard Burton, a Norwegian in the R.A.F., who is killed in combat the day after the wedding.

Soon after, a man with a cane and a crippled foot, the man she had seen in her nightmares, comes to Miss Calvert and reveals that he is her husband to whom she was married before she met the Norwegian. Together they return to their elaborate country mansion, and little by little Miss Calvert learns what sort of a person she was. Her husband, Edward Underdown, detests her. Her sister, Helen Cherry, patronizes her. The servants resent her as a loose woman who has brought unhappiness to their master.

Realizing that she must have been a hateful, selfish person, Miss Calvert sets about proving herself to her husband whom she has grown to love. The birth of a baby softens Underdown's attitude somewhat, but he cannot completely forgive his wife for her past.

Then, in a dramatic thunderstorm sequence, Miss Calvert's memory comes back. She recalls her husband as a drunken brute whose secret lover was her sister. In a fit of rage, she confronts Underdown with these accusations and for the first time he learns Miss Cherry's vicious plot to ruin his marriage. Aware that their troubles had been manufactured by the jealous sister, Miss Calvert and Underdown embrace, their idyllic love of years ago recaptured.

Guy Morgan and Ladislas Vajda directed, from a screenplay which they fashioned from a novel by Theresa Charles. John Stafford produced.

Others in the cast include Olive Milbourne, Anthony Nicholls, Patrick Troughton, Willoughby Gray, Vi Stevens and Kathleen Bautell.

Running time, 84 minutes. Adult audience classification. Release date, Aug. 27.

"Roaring City"

(Lippert)

TWO episodes in the life of a waterfront character who seems always innocently involved in a crime and narrowly escaping jail is the basis of "Roaring City."

Produced and directed by William Berke, "Roaring City" first tells a story of Hugh Beaumont becoming involved with an attempt to fix a fight and a fight manager who bets against his own boy. The plot becomes thicker and harder to understand as the film unreels and just as one thinks he is getting somewhere, there is a fadeout and the second story is underway.

The latter yarn is as fantastic as the first one is complicated. Beaumont is approached by a beautiful blonde as he is peacefully sipping coffee in a waterfront cafe, and she offers him $100 to play "husband" to her sister, who has a romantic problem to solve. Here too, the plot gets bogged down in cliches and impossibilities until everything is straightened out fast in time for the second fadeout.

Here and there the dialogue assumes the quality of brightness but generally it is pretty flat. Beaumont does what is expected of him adequately, while Edward Brophy plays Beaumont's pal, an insufferable bore who keeps speaking English in true Shakespearean fashion. Richard Travis plays the part of a detective.

Running time, 60 minutes. General audience classification. August release.

We're proud too! Of Producer-Director George Stevens, Stars Montgomery Clift, Elizabeth Taylor, Shelley Winters— and the heart-stirring film they lent their talents to...

A PLACE IN THE SUN

a picture truly worthy of the SEVENTEEN tribute. As an award-winner, a "must-see" film for millions of girls and their families, it will be a boxoffice-winner too...for exhibitors.

A PARAMOUNT PICTURE

National Pre-Selling

THE Sept. 3 issue of *Life* will carry in its "Letters" department some part of the terrific volume of mail it has received as rebuttal in connection with its recent blast against the film industry. Warren Owens, associate editor of *Tide*, is preparing a study of the *Life* article for the benefit of the advertising trade. *Coronet* for September, now on the stands, has a 16-page feature on "Milestones in the Movies" and *Look*, in a forthcoming issue will deal constructively with the uptrend in motion pictures.

•

A committee consisting of Mona Freeman, Barbara Hale, Ann Sheridan, Gale Storm, Bill Williams and Roy Rogers have picked the Britton School in Oklahoma City as the winner in the third annual Roy Rogers Safety Award campaign. Second and third places went to district schools in Corning, N. Y., and the Whittier School in Toledo. Dr. Wayne P. Hughes, of the National Safety Council, and Cecil Zaun, supervisor of safety for Los Angeles schools, were also among the judges. More than 8,000 elementary schools participated in the national contest. We do not know what the prizes were, but they certainly had nice judges.

•

RKO Radio is scheduling a saturation magazine and Sunday supplement advertising campaign on Jerry Wald's and Norma's Krasna's first two films, "The Blue Veil" and "Behave Yourself." The combined campaigns will hit during September, October and November, in 30 national and fan magazines.

WALTER BROOKS

Chicago Colosseum

(*Continued from page* 1)

the Colosseum would give the country's salesmen increases of $7 per week in salary and $1 per day in expense allowances.)

At a meeting here Saturday, the Chicago loge spokesman said, the membership agreed that the expense allowance top of $9 per day for country salesmen was "Abominable, in view of the present costs on the road in the Chicago exchange area, particularly in cities like Rockford, Peoria, Galesburg, and South Bend, where a hotel room costs at least $5.50 a night and dinner is $2.50 plus tips and other incidentals." They also felt, he continued, that the pay increase was inadequate in comparison to the increase generally attained by labor since 1949, when the motion picture salesmen received their last pay hike, and that with prices going up rapidly (many members of the loge have had their home rents raised 20 percent) the increased pay did not begin to cover the higher cost of living.

According to the spokesman, the local group further objected to the length of the contract, which precludes further salary adjustments before April, 1953. Another meeting of the Chicago loge will be held Sept. 7, at which time a course of action, including possible secession from the Colosseum and/or boycotting of the national convention to be held in St. Louis, Oct. 27, will be determined.

"An American in Paris"

(*Continued from page* 1)

and your own, enjoyment the new faces and fine talents of Leslie Caron and Georges Guetary. Everyone, the males especially, will respond to Miss Caron's youthful, Gallic warmth. Not a great beauty, to be sure, but an actress, a beautiful dancer, an interesting and charming romantic foil for Kelly and Guetary.

Many will find the latter's style and vitality reminiscent of Chevalier's in his prime. He puts over a song beautifully. He is suave without being slick. The feminine element of your audiences is very likely to regard M. Guetary as a very personable example of Parisian masculinity, and one whom they will look forward to seeing again.

There are some excellent musical contributions, serious and just-for-fun-of-it, by Oscar Levant. His deadpan humor contributes to the joy of the whole as well as making palatable entertainment of some classical scores which otherwise might be labeled "highbrow" by some.

Its familiar love story, humorously and tenderly played, has Kelly falling in love with Miss Caron, already the fiancee of Guetary, just as Nina Foch becomes enamoured of Kelly. The latter is an ex-G.I. who remained in Paris to paint after the war. Levant, studying music on a scholarship, shares an adjoining room in a Montmarte *pension*, and once had worked as accompanist for Guetary, a Parisian music hall entertainer. Miss Foch is an unattached lady of means who decides to become the patroness of the not too-enthusiastic Kelly.

The latter is unaware that Miss Caron is Guetary's fiancee and Guetary does not know that Kelly is in love with her until he overhears their parting at an art students' ball. Thereafter, he renounces her, leaving the path clear for Kelly.

Individual sequences in considerable number sparkle like gems throughout the production. There is a song and dance number in which an aged flower seller and an obese cafe proprietress join Kelly in a dance; French children of the neighborhood join in an English-lesson version of a rendition of "I Got Rhythm," in another. Levant, day-dreaming, envisions himself as the piano soloist in a great symphony, which he is conducting simultaneously, and, as his imagination gains free reign, he appears as the entire string section, the tympanist, cymbalist, etc., even appearing at the conclusion of the symphony as the leader of the claque. It is a unique demonstration of the barbering of long-hair stuff to make it presentable for the crew-cuts.

▼ ▼

There are charming romantic scenes between Miss Caron and Kelly, some set to music and ballet, on the Seine banks, and numerous outstanding comic bits throughout. Perhaps the most spectacular sequences are the art students' ball, a triumph of the costumers' art, and a lengthy ballet depicting the disappointments of Kelly's Parisian romance, throughout which the backdrops and setting used are reproductions of famous paintings of Paris scenes. Some, like this reviewer, may find the ballet sequence a trifle overlong, but it, too, is deserving of study for its technique in making culture work for an entertainment effect.

The whole is gloriously photographed in Technicolor. Gowns, clothes, costumes, flower and vegetable marts, the genuine exteriors of well known Parisian architectural and panoramic landmarks, frequently attain a pictorial beauty rare to the entertainment film, if not to the entire screen.

Arthur Freed's production is exemplary in the minutest detail, with rare good taste apparent in every frame. Vincente Minnelli directed with imagination and superb understanding of the fine tools he was employing and the effects to be attained with them. Allan Jay Lerner wrote the pleasant story and the superb screen play. The Gershwin music and lyrics include such old time favorites as "Nice Work If You Can Get It," "Embraceable You," "I Got Rhythm" and "'S Wonderful," as well as the fine numbers "I'll Build a Stairway to Paradise," "Our Love Is Here to Stay," and "American in Paris."

The Edwin B. Willis, Keogh Gleason set decorations; the Orry Kelly, Walter Plunkett, Irene Sharaff costumes; the photography by Alfred Gilks and John Alton, the Cedric Gibbons and Preston Ames art direction; the Johnny Green-Saul Chaplin musical direction, and, in fact, all technical aspects are of a superior order, even for Hollywood.

Imagination, originality, good taste and quality are apparent in every department of the unusually fine production. It is destined for a high order of business. No showman needs to be told how to sell merchandise that is the essence of entertainment. Let them know you have it and they'll be coming in droves. And if you don't have it, they'll come anyway—to find out why.

Running time, 113 minutes. General audience classification. Release date, first week in November.

S.K.

'U,' UA Denials

(*Continued from page* 1)

pose the government's action to require it to offer for sale the assets recently acquired from Eagle Lion Classics.

Beyond admitting that Benjamin is a director of Universal, president of the J. Arthur Rank Organization here and a partner in interest in U. A., the answers of both companies will constitute denials of all other government allegations. Universal's answer is scheduled to be filed in U. S. statutory court here on Thursday. UA's may be filed the same day or on Friday, final day for answering.

The government asked for an amendment to the "Little Three" decree prohibiting Universal and U. A. from having joint officers, directors or others in official capacities. Benjamin is a member of the new management group in U. A. but is not an officer or director of the company. A hearing on the government show cause order has been set by the court for Oct. 25.

Stars Will Bat for Palsy Campaign

Eddie Cantor and Fred Allen will captain the Hollywood and Broadway teams for the comedy softball game to be staged at the Polo Grounds here on Thursday, Sept. 6, as a benefit for United Cerebral Palsy. Comedian Steven Allen, chairman of the committee in charge, will be master-of-ceremonies, said he would emcee and call the play-by-play. Bill Stern will assist and Herb Shriner will run verbal interference.

Cantor is to head the Hollywood team, which will feature Danny Kaye, Gus Lesnevich, Harvey Stone, Mel Torme, Sammy Kaye, Wendell Corey, Dick Todd, Tony Martin, and Frank Fontaine. Miguelito Valdes is to coach the Hollywood contingent.

Playing on the Broadway team, under Allen, will be Henry Morgan, Jack Eigen, Alan Dale, Rocky Graziano; Barry Gray; Wally Brown, Martin Block; Freddie Robbins and Jack E. Leonard. Mel Allen will coach the Broadwayites. Bat girls for the Hollywood crowd include Kitty Kallen, Denise Darcel, Carmel Myers, Margaret Whiting and Peggy Lee, while the Broadway bat girls will include Eloise McElhone, Robin Chandler, Wendy Barrie, Toni Arden, Jinx Falkenburg, Mimi Benzell, Mrs. Arthur Murray, Candy Jones and Maxine Sulivan.

Dolly Stark, former National umpire, is to call the balls and strikes. Tickets for the event are scaled at $1 to $5, with all proceeds to go to the Palsy fund. Tickets are available at all New York Giant ticket offices, all Davega stores, Tyson's, and McBride's ticket offices (at no advance).

Plan to End Coast 'Red' Hearings

WASHINGTON, Aug. 27.—The end of the House Un-American Activities Committee's investigation of Communism in Hollywood may be in sight.

Committee counsel Frank S. Tavenner, Jr., said a five-man sub-committee headed by committee chairman John S. Wood (D., Ga.) would open a "week or more" of hearings in Los Angeles next month and that he hoped these would end the committee's four-year old study. He added, however, that if any new leads were turned up, the hearings might get a new lease on life.

Hearings, which will be held in the Federal Building, will probably go on day and night, Tavenner said. Names of prospective witnesses were not disclosed. Rep. Jackson (R. Calif.), a member of the committee, is already on the West Coast working with staff members to prepare for the hearings.

National Screen and Gertz Settle Suit

CLEVELAND, Aug. 27.—The antitrust suit filed by Jack Gertz of Jack L. Gertz Enterprises against National Screen Service has been settled out of court, Samuel T. Gaines, attorney for the plaintiff, has announced. Gertz who opened an independent poster exchange last year claimed, in his petition, that he was unable to get posters and advertising material because of National Screen Service alleged monopolistic practices.

Own Sales

(*Continued from page* 1)

years on production in Britain and on extension of its distribution organization here.

Plans already are in work for the first Republic production activity here. Included is one picture starring Judy Canova, to be based on a story largely written by herself. It was stated the picture may go into production next spring. Also planned for production here is a John Wayne starrer.

Yates said he contemplates the appointment of an executive producer to ensure delivery of the sort of pictures Republic wants.

Miss Canova, also visiting here, was prevented by a throat infection incurred in Paris from proceeding with plans for a personal appearance at the local premiere of her new picture, "Honeychile." The picture's opening had to be postponed.

MPAA Set on Plans For Royal Program

Motion Picture Association of America member companies have agreed upon procedure for submission and final selection of films for the 1951 Royal Film Performance to be held Nov. 5 at the Odeon Theatre, London.

Fayette W. Allport, European manager of MPAA, reported from London that beginning this year, marking the sixth Royal Film Performance, films will be selected without regard to the country of origin. The best film for the purpose, in the opinion of the selection committee, will be chosen. Exhibition of the chosen film should constitute its world premiere and *must* constitute its first public showing in Europe.

A further qualification, applicable only to the 1951 performance, which occurs within the year of the British Festival, prompted the MPAA members to adopt the following position:

"While recognizing that only such films should be selected for the Royal Film Performance as will ensure maximum attendance, hence a maximum contribution to the high purpose to which the Benevolent Fund is dedicated, members of the MPAA hope it will prove possible in the Festival Year of 1951 to select a film produced by British interests."

Archbishop Cushing Gift

BOSTON, Aug. 27. — Archbishop Richard J. Cushing of the Boston Diocese gave the "Jimmy Fund," which is co-sponsored by the Variety Club of New England, Tent No. 23, and the Boston Braves, a check for $500, as the annual drive for the Children's Cancer Research Foundation of Boston got under way.

To Distribute TV Films

Sterling Television Co., Inc. will handle TV distribution for Telenews Productions' short subject films, according to Saul J. Turell, Sterling president. More than 50 completed films, as well as all future Telenews shorts, will be channeled into Sterling's Coast-to-Coast TV setup. Among the completed ones is a documentary about Russia, "The Secret of Red Power," and a series of 27 sport shorts.

Briskin Asks 300 To Aid 'Movietime'

Hollywood, Aug. 25.—Letters inviting them to take part in the "Movietime U.S.A." "campaign for self-interest of all in the industry" have been dispatched to 300 film personalities selected by local chairman Samuel Briskin of the Council of Motion Picture Organizations for a tour of the country.

N. Y. Grosses

(*Continued from page* 1)

"David and Bathsheba," is expected to hit the first-week's gross of $80,000, a ten-year record for the second week with $60,000 registered up to Sunday night.

The second and final week of the stage bill of Milton Berle and Dagmar, plus "Meet Me After the Show," at the Roxy is also expected to rack up a gross near equal to the first week's mammoth $145,000. About $140,000 is seen for the second week after which the bill will be replaced on Wednesday with "People Will Talk," and an ice and variety show on stage.

"Jim Thorpe — All American," which bowed at the Astor last Friday, is expected to ring up an excellent $39,000 for its first week. Holding up strong at the Criterion is Walt Disney's "Alice in Wonderland," which is due for $28,000 for the fifth week, a bit below the $32,000 registered for the previous week.

"Show Boat" Still Big

Also doing excellent business is "Show Boat," at Radio City Music Hall, which features Russel Markert's stage production. There, a strong $145,000 is estimated for the sixth week. At the Paramount, a dandy $60,000 is estimated for the fourth and final week of "That's My Boy," with the Modernaires on stage. "His Kind of Woman" bows there on Wednesday, in addition to the stage production headed by comedian Jan Murray.

Favorable is the gross figure at the Park Avenue Theatre featuring "Oliver Twist," with $14,800 forecast for the fourth week. "Iron Man," at the Loew's State for its second week is doing only fair with $18,000 expected.

"Force of Arms," which opened at a strong $30,000 for its first week at the Warner dipped to a tepid $22,000 for the second stanza. It will be replaced Friday by "Painting the Clouds with Sunshine." At the Victoria, "Bright Victory" is expected to dip to a fair $10,000 for its fourth week, while "Kind Lady" at the Trans Lux 52nd Street is doing well with $10,500 due for the third week.

At the Capitol, a fairly slow $15,000 is estimated for the second and final week of "The Law and the Lady," which will be replaced tonight by "A Place in the Sun."

The six-day figure for "Secret of Convict Lake" at the Globe, which is featuring the film for a fourth week, is estimated at a modest $10,500. Rhubarb will bow there on Thursday. A low figure was registered for the first week of "My Outlaw Brother," at the Mayfair where $8,500 is expected. "Fugitive Lady," at the Holiday is expected to rack up a satisfactory $8,000 for its first week, while the long-standing "Tales of Hoffman," at the Bijou for its 21st week is expected to hit an okay gross of $11,000.

The off-Broadway Sutton, where "Kon-Tiki" is going into its 22nd week, estimates a satisfactory $5,100.

11 Suits

(*Continued from page* 1)

District Court for Nevada, have similarly been settled. The actions were bv United Artists, Universal, Columbia, Paramount, 20th Century-Fox, Loew's, RKO, and Warner Brothers, against Thomas L. Karren, the former operator of the Fallon and the Lawanna Theatre in Fallon, Nevada. Grant H. Bagley of the Salt Lake City law firm of VanCott, Bagley, Cornwall and McCarthy, George L. Sanford and Richard R. Hanna represented the distributor plaintiffs, with Sargoy and Stein of counsel.

One Convention

(*Continued from page* 1)

jubilee. President K.K. King of Tri-States, and John Mohrstadt, president of Mid-South Allied, made the announcement of the first joint meeting of the two exhibitor organizations to a gathering of 700 at a three-hour mass meeting today at the Malco Theatre.

As part of the joint convention of the two Mid-South exhibitor organizations, a main street parade will be held, headed by visiting film stars.

Report Record Grosses for RKO's 'Woman,' 'Leathernecks'

Record grosses for RKO Pictures are being set by "His Kind of Woman," and "Flying Leathernecks," according to field reports.

"His Kind of Woman," at the Roosevelt in Chicago hit $25,000 for the first five days and it is expected to double grosses there of any other RKO film. The same film at the Goldman, Philadelphia, registered over $24,000 for the first week, another high mark for the theatre, while the Roger Sherman, New Haven, smashed a year's record with $8,000 for the first week. In Houston, Texas, the Metropolitan rolled up an estimated $15,000 for the first week, more than double recent RKO grosses.

With "Flying Leathernecks," the Woods Theatre, Chicago, did $35,000 for the first week and $25,000 for the second, while in Kansas City, the film is being held over for a second week after grossing $12,000 for the opening week.

In Cleveland, "Flying Leathernecks," hit a high gross of $16,000 at the Palace, while in Dallas, at the Majestic, it opened to $3,500, a record premiere there for the past several years.

Mitchum to Appear at N. Y. Paramount Theatre Tomorrow

Robert Mitchum, star of Howard Hughes' "His Kind of Woman," will make personal appearances at the Paramount Theatre tomorrow in connection with the Broadway premiere of this RKO production. Appearing at every show, Mitchum will sing the two songs specially composed for the picture: "Five Little Miles from San Berdoo," by Sam Coslow, and "You'll Know," by Jimmy McHugh and Harold Adamson.

Mitchum is starred with Jane Russell in "His Kind of Woman."

seat policy."

Bowser Warns of Untruthful Film Ads

Los Angeles, Aug. 27.—Some 250 managers of National Theatres and home office and field executives attending the company's 16th annual convention, heard M. Bowser, Fox West Coast's general manager caution against undue overselling of definitely-known weak pictures, insisting that patrons should be given the truth in advertising. He said that money now being spent on entertainment was on a selective basis and the patron should not be misled.

SAG, IA Ask

(*Continued from page* 1)

struction trade by reducing the present 30-day period to a seven-day period and by eliminating the requirement for union shop elections.

Carlson and Dales told the subcommittee that the bill should be extended to cover workers in film production and that, if possible, the 30-day period should be eliminated rather than merely reduced. Brewer said that while he thought seven days would serve IATSE's purposes, he recognized the need for uniformity throughout the industry and therefore would support the SAG stand.

The film labor officials won a sympathetic hearing from the sub-committee. Senator Nixon (R., Calif.) said he would introduce late today a bill to drop the 30-day period to two days for the film industry. Sub-committee chairman Humphrey (D., Minn.) also seemed favorable to the SAG-IATSE stand.

Carlson and Dales cited the large numbers of extras, who are not members of SAG, who are employed on a short-term basis and never become Guild members. However, they said, such workers get the benefits of Guild working conditions and so are "free-riders."

Brewer emphasized the speed of present-day shooting and said TV film production had aggravated the situation, with a whole series being shot in two weeks. He said he felt quite sure employers would not object to the changes being sought by SAG and IATSE, since employers were just as much unsettled as the unions by the present "unstable bargaining relationship."

Palace Theatre

(*Continued from page* 1)

made by Sol A. Schwartz, president of RKO Theatres, who signed Miss Garland's contract yesterday.

Meanwhile, it also was announced that the RKO Boston Theatre in Boston will experiment with a reserved seat policy for one week, beginning Sept. 20, with Spike Jones' revue on stage, plus a film feature. A similar policy was adopted in Cleveland's RKO Palace Theatre for the week of Sept. 6. Spike Jones will also be featured there, in addition to a film feature.

Commenting on the change at the Palace, Schwartz stated, "I think New York is ready for the . . . two-a-day (policy), and we are convinced that theatre-goers will support it."

THERE'S A FORTUNE FOR YOU IN

A MILLIONAIRE FOR *Christy*

THE TRADE SAYS:

"AUDIENCES ON THE PROWL FOR BRIGHT ESCAPIST ENTERTAINMENT WILL FIND THIS RIGHT UP THEIR ALLEY. AUDIENCES GENERALLY SHOULD HAVE A GOOD TIME, WITH BOXOFFICE RETURNS REFLECTING THIS HAPPY SITUATION." —*Film Bulletin*

"ABOUT AS ROLLICKING AS ANY EXHIBITOR COULD HOPE FOR." —*M. P. Daily*

"THE FILM FAN WHO SEEKS ONLY DIVERTISSMENT WHEN HE RELAXES IN A THEATRE SEAT AFTER A HARD DAY AT THE OFFICE IS SURE TO FIND THIS UNINHIBITED ROMANTIC COMEDY TO HIS LIKING." —*M. P. Herald*

"THIS IS HOLLYWOOD'S GREATEST YEAR FOR BRILLIANT MOVIES. FILMDOM ALREADY HAS SUCH OUTSTANDING CLICKERS AS THE GREAT CARUSO, SHOW BOAT, THE THING, PEOPLE WILL TALK, THE FROGMEN, JIM THORPE—ALL AMERICAN, RHUBARB, *'A MILLIONAIRE FOR CHRISTY'* A PLACE IN THE SUN, HERE COMES THE GROOM AND QUO VADIS." —*Jimmy Starr, L. A. Herald-Express*

CHRISTY SAYS:

"I look good...from every SHOWMANSHIP angle!'

"My potentialities are enormous . . . FULLY PACKED and BIG BOX OFFICE!"

"I'M GOOD FOR A LONG ENGAGEMENT IF YOU DO THE RIGHT THING BY ME!"

FRED **MacMURRAY** · ELEANOR **PARKER**

A MILLIONAIRE FOR *Christy!*

with **RICHARD CARLSON** · UNA MERKEL
CHRIS PIN MARTIN · DOUGLAS DUMBRILLE · KAY BUCKLEY
Produced by BERT E. FRIEDLOB · Directed by GEORGE MARSHALL
Screenplay by KEN ENGLUND · Original Story by ROBERT HARARI · Music by
VICTOR YOUNG · A THOR PRODUCTION · RELEASED BY 20th CENTURY-FOX

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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

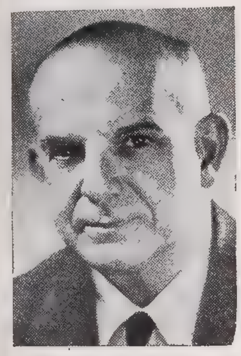
VOL. 70. NO. 41 NEW YORK, U. S. A., TUESDAY, AUGUST 28, 1951 TEN CENTS

Own Sales in UK Boost Rep. Returns 35%

Yates Urges Production, Distribution Expansion

By PETER BURNUP

LONDON, Aug. 27.—Republic Pictures' British business returns have increased by between 35 to 40 per cent since the company set up its own distribution organization here six months ago, Herbert J. Yates, president, reported.


Herbert Yates

Yates, who is here from the U. S. on a business visit, also said he will suggest that Republic establish a budget in excess of £3,000,000 ($6,400,000) for expenditure in the course of the next two

(Continued on page 5)

'David,' 'Thorpe,' Berle Set Pace For N. Y. Grosses

The influx of ex-servicemen for the Veterans of Foreign Wars convention here and the return of many children from summer camps aided Broadway grosses this week with such films as "David and Bathsheba," which broke a record at the Rivoli, "Jim Thorpe—All American," and the Roxy attraction of Milton Berle and Dagmar and "Meet Me After the Show," setting the pace.

The Rivoli's record-breaking

(Continued on page 5)

Palace Back to Two-a-Day 'Vaude'

A straight stage show policy will be inaugurated at New York's Palace Theatre on Oct. 16 with Judy Garland, who has just returned from a tour of Europe, topping the bill. The announcement of an extended two-a-day reserved seat engagement was

(Continued on page 5)

Loew's to Resume Decree Talks Soon

Washington, Aug. 27.—Justice Department officials said today they expect consent decree talks with Loew's to get under way again "shortly after Labor Day." The talks have been in abeyance through the summer months.

Building of Three More Drive-Ins Authorized by NPA

WASHINGTON, Aug. 27.—The National Production Authority has okayed three more theatre-building projects, ruling that they are exempt under the terms of the new construction order.

Approved were a $7,450 drive-in proposed in Lewistown, Me., by Royal J. and John J. Boldue; an $8,500 drive-in in Douglas, Ariz., proposed by W. P. Wickersham and B. J. Leavitt, and a $13,000 drive-in in Douglas, proposed by the Tri-Delta Amusement Co. NPA officials said they assumed all were exempt under the new order on grounds of using less than the prescribed amounts of steel, copper and aluminum.

11 Percentage Suits Settled

Three percentage actions brought by distributors in Pittsburgh, involving Charles Argentine and James Morosco, operators of the Keith Theatre in Burgettstown, Pa., have each been concluded upon the filing of a stipulation to the effect that the defendants had accounted and paid in full to each plaintiff the amount found to be due on account of the matters set forth in the respective complaints. The actions had been filed by RKO, Paramount and Loew's. Reed, Smith, Shaw and McClay of Pittsburgh represented the distributors, with Sargoy and Stein of counsel.

In Carson City, Nevada, eight percentage actions pending in the U. S.

(Continued on page 5)

One Convention for TOA, Allied Units

MEMPHIS, Aug. 27. — Tri-States Theatre Owners, TOA affiliate, and Mid-South Allied decided in Memphis today to hold a joint convention Oct. 16-17 at Hotel Gayoso here as part of the Council of Motion Picture Organizations' "Movietime, U.S.A." golden

(Continued on page 5)

SAG, IA Ask Change in T-H Law for Films

Senators Sympathetic To Union Shop Problem

WASHINGTON, Aug. 27.—Spokesmen for the Screen Actors Guild and the IATSE today asked Congress to ease the union shop provisions of the Taft-Hartley law as applied to motion picture production workers.

Roy Brewer, representing IATSE and the Hollywood Film Council, actor Richard Carlson and SAG executive secretary John Dales, Jr., testified before a Senate labor sub-committee. At present, the Taft-Hartley law allows union security contracts but provides that workers do not have to join the union until 30 days after employment and that a clear majority of the workers must favor the union in a National Labor Relations Board election before a union shop contract can be negotiated. The Senate sub-committee is holding hearings on a bill to change these provisions for workers in the building and con-

(Continued on page 5)

FOR sheer excellence in entertainment, nothing quite like M-G-M's "An American in Paris" has come from Hollywood in quite a spell. It is marked by originality and artistry of a high degree. It contributes new talent. It brings freshness to a familiar romantic situation. It does not hesitate to employ the fine arts—ballet, classical music, painting—to further its own purposes. Still and all, it is amiable, humorous and always the story of people whom audiences will understand and like. It makes a substantial contribution to the art of the screen and its advancement. It well may mark a new milestone in the production of film musicals.

SHERWIN KANE

"An American in Paris"

(Metro-Goldwyn-Mayer)

IF ANY serious fault can be found with "An American in Paris" it must be that it gives the customers too much for their money. It would be embarrassing, experience would indicate, if they expected as much every time they entered a theatre.

The picture is a credit to the industry as well as to the people and the studio who made it. No intelligent showman can sit through its unreeling without feeling proud that he is a part of the industry in which it was produced. "An American in Paris" is Entertainment, with a capital E, and of the highest order.

It has Gene Kelly in his finest performance as dancer, lover and singer. Alone and in company he dances to George Gershwin music and sings the Ira Gershwin lyrics. It presents for your audiences',

(Continued on page 4)

NEWS FLASHES

CHICAGO, Aug. 27.—The Chicago loge of the Colosseum of Motion Picture Salesmen of America is considering a mass resignation from the union in protest of what they term an "inadequate settlement" of pay and expense demands in recent negotiations between Colosseum and distribution representatives.

•

United Artists and Universal this week will file general denials of the allegations contained in the Department of Justice show cause order alleging that the presence of Robert S. Benjamin in both companies tends to reduce competition between them.

Personal Mention

HENRY SOUVAINE, president of Souvaine Selective Pictures, has postponed his return here from Europe in order to attend the Venice Film Festival.

•

MILTON J. YEOMAN, office manager at RKO Pictures, will return here Monday from Fort Monmouth, N. J., where he has been reserve executive officer of visual training aids for the past two weeks.

•

THOMAS WALKER, New York representative of the Bank of America on motion pictures, was married last Saturday to Dorothy Douglas of Congers, N. Y.

•

DAVID GOLDING, former 20th Century-Fox publicity manager, is vacationing on Nantucket Island prior to taking over a new publicity managerial post here next week.

•

JANE LEE HARRIS of the staff of Father James Keller's The Christophers, is spending most of the summer touring Europe on a student's career guidance mission.

•

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, will return here today from a vacation.

•

HERMAN M. LEVY, general counsel of the Theatre Owners of America, was in New York yesterday from New Haven.

•

PHILIP A. WAXMAN, producer, is in New York from Hollywood.

Senate Tax Rider Favors Small Firms

WASHINGTON, Aug. 27—The Senate Finance Commitee today voted to ease the house-approved corporate tax increases on small firms.

The house voted to raise from 25 per cent to 30 per cent the corporate rate on the first $25,000 of corporate income and from 47 per cent to 52 per cent the rate on the rest. The senators went along with the house boost on income over $25,000, but voted to make the new rate on income under $25,000 only 27 per cent, a mere two percentage point increase.

The change will save small firms about $150,000,000 a year, staff officials estimated.

The senators also voted to raise the corporate tax ceiling from 62 per cent to 70 per cent and the effective rate on excess profits to 82 per cent, both provisions identical with the House bill.

The Senate committee dropped a house provision which would cut back the excess profits tax credit for some firms from 85 per cent of the average of the best three of the four 1946-49 years to 75 per cent. This will mean a revenue loss of about $610,000,000 in the bill.

UA Sales Meet on Coast Opens Today

SAN FRANCISCO, Aug. 27.—With the principal topic due to be the sales drive which United Artists will touch off in October, the company's Western sales personnel will convene here tomorrow for a one-day conference. Conducting the meeting will be William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president and director of national advertising-publicity, and Bernard G. Kranze, executive assistant to Heineman.

Branch Managers

Branch managers of this territory, headed by James Velde, Western district manager, will receive from the home office executives an outline of sales policy on the release schedule set by UA for the balance of the year, together with an outline of merchandising slated for the individual pictures.

Branch managers who will attend the meeting will be: Ralph Clark, Bud Austin, Clarence Olson, A. J. Sullivan and Richard Carnegie.

Broder to Open an Exchange in N. Y.

Realart Film Exchange of New York, Inc., Al Broder, president, and Carroll Puciato, vice-president and treasurer; will open here on Tuesday, Sept. 4, in the Film Center Building.

Jack Bellman has been appointed Sales Manager. Bellman's most recent affiliation was as Metropolitan sales manager for Eagle Lion Classics. At one time he was New York branch manager for Republic and also Columbia Pictures.

Operated Theatres

Broder, who has owned and operated theaters in Detroit and Los Angeles, is presently an executive in the home office of Realart and will make his headquarters at the exchange.

Puciato is also general manager of exchange operations and will continue his headquarters at the home office, assuming some duties in the exchange.

In addition to Realart reissues, the exchange will handle the distribution of Jack Broder's new feature productions, totalling 10 per year. The exchange will also distribute some other new Hollywood product and foreign films.

Skouras Meets With Truman in Capital

WASHINGTON, Aug. 27.—Twentieth Century-Fox president Spyros Skouras had a 15-minute interview with President Truman at the White House today, but aides said it was "strictly on non-film business."

Toronto Tent Meeting

TORONTO, Aug. 27.—Toronto Tent No. 28 will hold a dinner meeting here tomorrow evening at its clubrooms to consider plans for the semi-annual meeting of Variety in Oct.

Fiscal 1951 Ticket Tax Returns Dip

Washington, Aug. 27.—General admission tax collections in the fiscal year of 1951, covering July, 1950, through June, 1951, amounted to $346,491,715, the Bureau of Internal Revenue has announced. This is $24,752,303 less than the $371,244,019 collected from this source in the 1950 fiscal year, the Bureau said.

Set TESMA-TEDA Convention Plans

LOS ANGELES, Aug. 27.—The TESMA West Coast office advises that the program for the annual convention of the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers' Association has been formulated. The conventions of these two associations will be held at the Ambassador Hotel in Los Angeles on Oct. 11-13.

Boards Will Meet

There will be board meetings of both associations on the morning of the 11th. An all-industry luncheon will follow. The afternoon will find both associations conducting their regular business meetings, the results of elections being announced at that time. Friday noon, TESMA will give a luncheon for TESMA members and TEDA will open the day with its annual breakfast. There will be an open forum at two P.M. to which the industry is invited. The forum will be preceded by addresses given by industry executives and by Nathan Golden of the U.S. Department of Commerce. Representing TEDA at the round table will be Ken Douglas of Capitol Theater Supply, Boston; B. F. Shearer of B. F. Shearer Co. of the West Coast, and Nash Weil of Wilkin Theater Supply Co., Atlanta. Those who will represent the manufacturers have not as yet been selected.

Fail to Mediate Para. International Strike

IATSE Motion Picture Home Office Employes Local No. H-63 resumed picketing of the main entrance to the Paramount Building on Times Square late yesterday afternoon after several hours were given over to a vain attempt to settle the strike of Paramount International "white collar" workers. Pickets were absent Saturday and Sunday because the struck office was closed those days, and they did not appear yesterday until it became apparent that a mediation meeting called by Commissioner Nathan of the New York State Conciliation Service could not resolve the issue.

The union is demanding a 10 per cent pay boost, and although the company raised its counter offer "slightly," it was "not a reasonable offer when compared to the national pattern," declared Russell M. Moss, executive vice-president of the local.

Coming Events

Aug. 29—United Artists sales meetings, New Orleans; **Aug. 30**—New York.

Sept. 4-5—Monogram-Allied Artists executive meeting, Muehlebach Hotel, Kansas City.

Sept. 12—Screen Producers Guild's first annual "Milestone Dinner," Hollywood.

Sept. 18-19—West Virginia Allied Theatres' Association annual convention, Daniel Boone Hotel, Charleston, W. Va.

Sept. 23-27—Theatre Owners of America annual convention and trade show, Hotel Astor, New York.

Sept. 24—"Movietone U.S.A." nationwide radio broadcast.

Sept. 24-26—Motion Picture Industry Council of Canada annual meeting, Mount Royal Hotel, Montreal.

Invite Thousand to 'Sun' Bow Here

More than 1,000 celebrities have been invited to attend tonight's premiere of Paramount's "A Place in the Sun," at New York's Capitol Theatre. Radio station WOR-Mutual will broadcast the ceremonies, with Warren Hull slated to interview the guests.

Among those invited are: Sid Caesar, Dane Clark, Anita Colby, Marc Connolly, Jackie Cooper, Ambassador Abba S. Eban, Si Fabian, Ruth and Augustus Goetz, Ruth Gordon, Oscar Hammerstein II, Arthur L. Mayer, Horace McMahon, Ethel Merman, Herbert Bayard Swope, Mel Torme, Adolph Zukor.

'Nightingale' Moves

"Emperor's Nightingale," after 16 weeks at the Trans Lux here, moves over to the Broadway Embassy on Friday for a continued engagement at popular prices. William L. Snyder is presenting the film.

NEW YORK THEATRES

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Rockefeller Center
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An M-G-M Picture
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HOWARD HUGHES presents
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HIS KIND OF WOMAN!
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ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Here is a love story
of today's youth
searching for
happiness...a film
created with deep
compassion and
maturity. It's

A PLACE IN
THE SUN

SEVENTEEN's
PICTURE OF THE
MONTH for September
—a picture we're
proud to recommend
to our movie-going
readers...2,500,000
thoughtful, mature
young women.

seventeen

the entertainment magazine
for young women
in their teens.

Reviews

"When Worlds Collide"

(*Paramount*)

THE END of the earth through a collision with another planet is envisioned in "When Worlds Collide." Produced in Technicolor by George Pal, this latest addition to the science-fiction cycle is very likely to have strong popular appeal. The scientific aspects are presented with interest and imagination although the romance that has been fitted into the story is of routine quality. Considered in comparison to others in the category the picture is well-made.

According to the findings of a scientist, two heavenly bodies are heading towards earth. One is expected to miss the earth but cause great fires, earthquakes and tidal waves. Nineteen days later the second planet is expected to crash into the earth and destroy it.

When the findings are checked and corroborated by scientist Larry Keating, considerable skepticism follows. Keating manages however to get supporters for a rocket ship project to fly a select group of people to a new planet when doomsday arrives.

A romantic triangle involves Keating's daughter Barbara Rush and Richard Derr, a footloose pilot, and Peter Hanson, a doctor. There is a vivid impact to the scenes in which fantastic havoc is wreaked by the first planet and complete demolition by the second. There is also considerable drama surrounding the building of the rocket ship, its eventual flight to the new planet, and the start of life there by the 20th Century pilgrims.

Rudolph Mate has directed with an interesting grasp of science-fiction entertainment values. The screenplay by Sydney Boehm was based on a novel by Edwin Balmer and Philip Wylie.

Running time, 81 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"Her Panelled Door"

(*Souvaine Selective Pictures*)

A SUSPENSEFUL romantic drama of a woman amnesia victim which should do well, especially in art houses, has been produced by Associated British-Pathe, Ltd., released in this country by Souvaine Selective Pictures. "Her Panelled Door" tells an interesting story acted by an all-English cast headed by Phyllis Calvert, who has appeared in a number of Hollywood productions.

Bewildered and haunted by wild nightmares, the amnesia victim, Miss Calvert, is afraid to discover her true identity. Plagued by confusions, she marries Richard Burton, a Norwegian in the R.A.F., who is killed in combat the day after the wedding.

Soon after, a man with a cane and a crippled foot, the man she had seen in her nightmares, comes to Miss Calvert and reveals that he is her husband to whom she was married before she met the Norwegian. Together they return to their elaborate country mansion, and little by little Miss Calvert learns what sort of a person she was. Her husband, Edward Underdown, detests her. Her sister, Helen Cherry, patronizes her. The servants resent her as a loose woman who has brought unhappiness to their master.

Realizing that she must have been a hateful, selfish person, Miss Calvert sets about proving herself to her husband whom she has grown to love. The birth of a baby softens Underdown's attitude somewhat, but he cannot completely forgive his wife for her past.

Then, in a dramatic thunderstorm sequence, Miss Calvert's memory comes back. She recalls her husband as a drunken brute whose secret lover was her sister. In a fit of rage, she confronts Underdown with these accusations and for the first time he learns Miss Cherry's vicious plot to ruin his marriage. Aware that their troubles had been manufactured by the jealous sister, Miss Calvert and Underdown embrace, their idyllic love of years ago recaptured.

Guy Morgan and Ladislas Vajda directed, from a screenplay which they fashioned from a novel by Theresa Charles. John Stafford produced.

Others in the cast include Olive Milbourne, Anthony Nicholls, Patrick Troughton, Willoughby Gray, Vi Stevens and Kathleen Bautell.

Running time, 84 minutes. Adult audience classification. Release date, Aug. 27.

"Roaring City"

(*Lippert*)

TWO episodes in the life of a waterfront character who seems always innocently involved in a crime and narrowly escaping jail is the basis of "Roaring City."

Produced and directed by William Berke, "Roaring City" first tells a story of Hugh Beaumont becoming involved with an attempt to fix a fight and a fight manager who bets against his own boy. The plot becomes thicker and harder to understand as the film unreels and just as one thinks he is getting somewhere, there is a fadeout and the second story is underway.

The latter yarn is as fantastic as the first one is complicated. Beaumont is approached by a beautiful blonde as he is peacefully sipping coffee in a waterfront cafe, and she offers him $100 to play "husband" to her sister, who has a romantic problem to solve. Here too, the plot gets bogged down in cliches and impossibilities until everything is straightened out fast in time for the second fadeout.

Here and there the dialogue assumes the quality of brightness but generally it is pretty flat. Beaumont does what is expected of him adequately, while Edward Brophy plays Beaumont's pal, an insufferable bore who keeps speaking English in true Shakespearean fashion. Richard Travis plays the part of a detective.

Running time, 60 minutes. General audience classification. August release.

We're proud too!
Of Producer-Director
George Stevens, Stars
Montgomery Clift,
Elizabeth Taylor,
Shelley Winters—
and the heart-stirring
film they lent their
talents to...

A PLACE
IN THE
SUN

a picture truly worthy
of the SEVENTEEN
tribute. As an
award-winner, a
"must-see" film for
millions of girls and
their families, it will
be a boxoffice-winner
too...for exhibitors.

A PARAMOUNT
PICTURE

National Pre-Selling

THE Sept. 3 issue of *Life* will carry in its "Letters" department some part of the terrific volume of mail it has received as rebuttal in connection with its recent blast against the film industry. Warren Owens, associate editor of *Tide*, is preparing a study of the *Life* article for the benefit of the advertising trade. *Coronet* for September, now on the stands, has a 16-page feature on "Milestones in the Movies" and *Look*, in a forthcoming issue will deal constructively with the uptrend in motion pictures.

•

A committee consisting of Mona Freeman, Barbara Hale, Ann Sheridan, Gale Storm, Bill Williams and Roy Rogers have picked the Britton School in Oklahoma City as the winner in the third annual Roy Rogers Safety Award campaign. Second and third places went to district schools in Corning, N. Y., and the Whittier School in Toledo. Dr. Wayne P. Hughes, of the National Safety Council, and Cecil Zaun, supervisor of safety for Los Angeles schools, were also among the judges. More than 8,000 elementary schools participated in the national contest. We do not know what the prizes were, but they certainly had nice judges.

•

An unusual all-star network radio show over WOR-Mutual, will precede the world premiere of Paramount's "A Place in the Sun" at the Capitol Theatre, on Broadway, tonight. Warren Hull, former film star, who has "Strike It Rich" and other top network shows, will be master of ceremonies at the premiere, and the program will originate in the lobby of the theatre. The line-up of top talent for the broadcast now includes Walter Abel, Morey Amsterdam, Tod Andrews, Binnie Barnes, Valerie Bettis, Sid Caesar, Ilka Chase, Anita Colby, Jackie Cooper, Cheryl Crawford, Ruth Gordon, Oscar Hammerstein II, Johnny Johnston, Kitty Kalen, Garson Kanin, Ethel Merman, Cole Porter, Gloria Swanson, Nancy Walker and many others, on a constantly growing list.

•

RKO Radio is scheduling a saturation magazine and Sunday supplement advertising campaign on Jerry Wald's and Norma's Krasna's first two films, "The Blue Veil" and "Behave Yourself." The combined campaigns will hit during September, October and November, in 30 national and fan magazines, plus the *American Weekly* and *Parade*, with a total circulation of 73,900,000. The Sunday supplements will hit 57 newspapers. The combined preselling budget for the two Wald-Krasna films will far exceed any campaigns used by RKO during the past five years.

•

The first motion picture tieup with Retail Daily, *trade newspaper of the department store field, has been effected by RKO Radio for the Jerry Wald-Norman Krasna production, "Behave Yourself." The "Honeymoon House" motion picture set, from the Hollywood studio, is currently on tour and is on display at Macy's in Kansas City, as pre-selling for "Behave Yourself."*

Some 150 *top business executives throughout the United States will be hearing about "The River," United Artist's Technicolor release photographed in India, as the result of a unique tieup made with the Dictaphone Corp. A special message, highlighting the importance of the Kenneth McEldowney film, will go out to key executives from the manufacturers of Dictaphone recording devices. In addition to the wide mailing, the Dictaphone offices in key cities will display special advertising in connection with local playdates of the picture.*

Gregory Peck, Debbie Reynolds and Carleton Carpenter are profiled in the September issue of *Seventeen*, for the delight of their teen-age readership. Under the title, "An Actor Born." Entertainment editor Edwin Miller notes the variety of roles that Gregory Peck has played, and with the description, "Just a Couple of Stage Struck Kids, by-line writer Ingrid Loewenstein tells all about Debbie Reynolds and her young partner. "A Place in the Sun" is picked as the "Picture of the Month" for September.

WALTER BROOKS

"An American in Paris"

(*Continued from page* 1)

and your own, enjoyment the new faces and fine talents of Leslie Caron and Georges Guetary. Everyone, the males especially, will respond to Miss Caron's youthful, Gallic warmth. Not a great beauty, to be sure, but an actress, a beautiful dancer, an interesting and charming romantic foil for Kelly and Guetary.

Many will find the latter's style and vitality reminiscent of Chevalier's in his prime. He puts over a song beautifully. He is suave without being slick. The feminine element of your audiences is very likely to regard M. Guetary as a very personable example of Parisian masculinity, and one whom they will look forward to seeing again.

There are some excellent musical contributions, serious and just-for-fun-of-it, by Oscar Levant. His deadpan humor contributes to the joy of the whole as well as making palatable entertainment of some classical scores which otherwise might be labeled "highbrow" by some.

Its familiar love story, humorously and tenderly played, has Kelly falling in love with Miss Caron, already the fiancee of Guetary, just as Nina Foch becomes enamoured of Kelly. The latter is an ex-G.I. who remained in Paris to paint after the war. Levant, studying music on a scholarship, shares an adjoining room in a Montmarte *pension,* and once had worked as accompanist for Guetary, a Parisian music hall entertainer. Miss Foch is an unattached lady of means who decides to become the patroness of the not too-enthusiastic Kelly.

The latter is unaware that Miss Caron is Guetary's fiancee and Guetary does not know that Kelly is in love with her until he overhears their parting at an art students' ball. Thereafter, he renounces her, leaving the path clear for Kelly.

Individual sequences in considerable number sparkle like gems throughout the production. There is a song and dance number in which an aged flower seller and an obese cafe proprietress join Kelly in a dance; French children of the neighborhood join in an English-lesson version of a rendition of "I Got Rhythm," in another. Levant, day-dreaming, envisions himself as the piano soloist in a great symphony, which he is conducting simultaneously, and, as his imagination gains free reign, he appears as the entire string section, the tympanist, cymbalist, etc., even appearing at the conclusion of the symphony as the leader of the claque. It is a unique demonstration of the barbering of long-hair stuff to make it presentable for the crew-cuts.

▼ ▼

There are charming romantic scenes between Miss Caron and Kelly, some set to music and ballet, on the Seine banks, and numerous outstanding comic bits throughout. Perhaps the most spectacular sequences are the art students' ball, a triumph of the costumers' art, and a lengthy ballet depicting the disappointments of Kelly's Parisian romance, throughout which the backdrops and setting used are reproductions of famous paintings of Paris scenes. Some, like this reviewer, may find the ballet sequence a trifle overlong, but it, too, is deserving of study for its technique in making culture work for an entertainment effect.

The whole is gloriously photographed in Technicolor. Gowns, clothes, costumes, flower and vegetable marts, the genuine exteriors of well known Parisian architectural and panoramic landmarks, frequently attain a pictorial beauty rare to the entertainment film, if not to the entire screen.

Arthur Freed's production is exemplary in the minutest detail, with rare good taste apparent in every frame. Vincente Minnelli directed with imagination and superb understanding of the fine tools he was employing and the effects to be attained with them. Allan Jay Lerner wrote the pleasant story and the superb screen play. The Gershwin music and lyrics include such old time favorites as "Nice Work If You Can Get It," "Embraceable You," "I Got Rhythm" and "'S Wonderful," as well as the fine numbers "I'll Build a Stairway to Paradise," "Our Love Is Here to Stay," and "American in Paris."

The Edwin B. Willis, Keogh Gleason set decorations; the Orry Kelly, Walter Plunkett, Irene Sharaff costumes; the photography by Alfred Gilks and John Alton, the Cedric Gibbons and Preston Ames art direction; the Johnny Green-Saul Chaplin musical direction, and, in fact, all technical aspects are of a superior order, even for Hollywood.

Imagination, originality, good taste and quality are apparent in every department of the unusually fine production. It is destined for a high order of business. No showman needs to be told how to sell merchandise that is the essence of entertainment. Let them know you have it and they'll be coming in droves. And if you don't have it, they'll come anyway—to find out why.

Running time, 113 minutes. General audience classification. Release date, first week in November.

S.K.

Stars Will Bat for Palsy Campaign

Eddie Cantor and Fred Allen will captain the Hollywood and Broadway teams for the comedy softball game to be staged at the Polo Grounds here on Thursday, Sept. 6, as a benefit for United Cerebral Palsy. Comedian Steven Allen, chairman of the committee in charge, will be master-of-ceremonies, said he would emcee and call the play-by-play. Bill Stern will assist and Herb Shriner will run verbal interference.

Cantor is to head the Hollywood team, which will feature Danny Kaye, Gus Lesnevich, Harvey Stone, Mel Torme, Sammy Kaye, Wendell Corey, Dick Todd, Tony Martin, and Frank Fontaine. Miguelito Valdes is to coach the Hollywood contingent.

Playing on the Broadway team, under Allen, will be Henry Morgan, Jack Eigen, Alan Dale, Rocky Graziano; Barry Gray; Wally Brown, Martin Block; Freddie Robbins and Jack E. Leonard. Mel Allen will coach the Broadwayites. Bat girls for the Hollywood crowd include Kitty Kallen, Denise Darcel, Carmel Myers, Margaret Whiting and Peggy Lee, while the Broadway bat girls will include Eloise McElhone, Robin Chandler, Wendy Barrie, Toni Arden, Jinx Falkenburg, Mimi Benzell, Mrs. Arthur Murray, Candy Jones and Maxine Sulivan.

Dolly Stark, former National umpire, is to call the balls and strikes. Tickets for the event are scaled at $1 to $5, with all proceeds to go to the Palsy fund. Tickets are available at all New York Giant ticket offices, all Davega stores, Tyson's, and McBride's ticket offices (at no advance).

Plan to End Coast 'Red' Hearings

WASHINGTON, Aug. 27.—The end of the House Un-American Activities Committee's investigation of Communism in Hollywood may be in sight.

Committee counsel Frank S. Tavenner, Jr., said a five-man sub-committee headed by committee chairman John S. Wood (D., Ga.) would open a "week or more" of hearings in Los Angeles next month and that he hoped these would end the committee's four-year old study. He added, however, that if any new leads were turned up, the hearings might get a new lease on life.

Hearings, which will be held in the Federal Building, will probably go on day and night, Tavenner said. Names of prospective witnesses were not disclosed. Rep. Jackson (R. Calif.), a member of the committee, is already on the West Coast working with staff members to prepare for the hearings.

National Screen and Gertz Settle Suit

CLEVELAND, Aug. 27.—The anti-trust suit filed by Jack Gertz of Jack L. Gertz Enterprises against National Screen Service has been settled out of court, Samuel T. Gaines, attorney for the plaintiff, has announced. Gertz who opened an independent poster exchange last year claimed, in his petition, that he was unable to get posters and advertising material because of National Screen Service alleged monopolistic practices.

Own Sales

(Continued from page 1)

years on production in Britain and on extension of its distribution organization here.

Plans already are in work for the first Republic production activity here. Included is one picture starring Judy Canova, to be based on a story largely written by herself. It was stated the picture may go into production next spring. Also planned for production here is a John Wayne starrer.

Yates said he contemplates the appointment of an executive producer to ensure delivery of the sort of pictures Republic wants.

Miss Canova, also visiting here, was prevented by a throat infection incurred in Paris from proceeding with plans for a personal appearance at the local premiere of her new picture, "Honeychile." The picture's opening had to be postponed.

MPAA Set on Plans For Royal Program

Motion Picture Association of America member companies have agreed upon procedure for submission and final selection of films for the 1951 Royal Film Performance to be held Nov. 5 at the Odeon Theatre, London.

Fayette W. Allport, European manager of MPAA, reported from London that beginning this year, marking the sixth Royal Film Performance, films will be selected without regard to the country of origin. The best film for the purpose, in the opinion of the selection committee, will be chosen. Exhibition of the chosen film should constitute its world premiere and *must* constitute its first public showing in Europe.

A further qualification, applicable only to the 1951 performance, which occurs within the year of the British Festival, prompted the MPAA members to adopt the following position:

"While recognizing that only such films should be selected for the Royal Film Performance as will ensure maximum attendance, hence a maximum contribution to the high purpose to which the Benevolent Fund is dedicated, members of the MPAA hope it will prove possible in the Festival Year of 1951 to select a film produced by British interests."

Archbishop Cushing Gift

BOSTON, Aug. 27. — Archbishop Richard J. Cushing of the Boston Diocese gave the "Jimmy Fund," which is co-sponsored by the Variety Club of New England, Tent No. 23, and the Boston Braves, a check for $500, as the annual drive for the Children's Cancer Research Foundation of Boston got under way.

To Distribute TV Films

Sterling Television Co., Inc. will handle TV distribution for Telenews Productions' short subject films, according to Saul J. Turell, Sterling president. More than 50 completed films, as well as all future Telenews shorts, will be channeled into Sterling's Coast-to-Coast TV setup. Among the completed ones is a documentary about Russia, "The Secret of Red Power," and a series of 27 sport shorts.

Briskin Asks 300 To Aid 'Movietime'

Hollywood, Aug. 25. — Letters inviting them to take part in the "Movietime U.S.A." "campaign for self-interest of all in the industry" have been dispatched to 300 film personalities selected by local chairman Samuel Briskin of the Council of Motion Picture Organizations for a tour of the country.

N. Y. Grosses

(Continued from page 1)

"David and Bathsheba," is expected to hit the first-week's gross of $80,000, a ten-year record for the second week with $60,000 registered up to Sunday night.

The second and final week of the stage bill of Milton Berle and Dagmar, plus "Meet Me After the Show," at the Roxy is also expected to rack up a gross near equal to the first week's mammoth $145,000. About $140,000 is seen for the second week after which the bill will be replaced on Wednesday with "People Will Talk," and an ice and variety show on stage.

"Jim Thorpe — All American," which bowed at the Astor last Friday, is expected to ring up an excellent $39,000 for its first week. Holding up strong at the Criterion is Walt Disney's "Alice in Wonderland," which is due for $28,000 for the fifth week, a bit below the $32,000 registered for the previous week.

"Show Boat" Still Big

Also doing excellent business is "Show Boat," at Radio City Music Hall, which features Russel Markert's stage production. There, a strong $145,000 is estimated for the sixth week. At the Paramount, a dandy $60,000 is estimated for the fourth and final week of "That's My Boy," with the Modernaires on stage. "His Kind of Woman" bows there on Wednesday, in addition to the stage production headed by comedian Jan Murray.

Favorable is the gross figure at the Park Avenue Theatre featuring "Oliver Twist," with $14,800 forecast for the fourth week. "Iron Man," at the Loew's State for its second week is doing only fair with $18,000 expected.

"Force of Arms," which opened at a strong $30,000 for its first week at the Warner dipped to a tepid $22,000 for the second stanza. It will be replaced Friday by "Painting the Clouds with Sunshine." At the Victoria, "Bright Victory" is expected to dip to a fair $10,000 for its fourth week, while "Kind Lady" at the Trans Lux 52nd Street is doing well with $10,500 due for the third week.

At the Capitol, a fairly slow $15,000 is estimated for the second and final week of "The Law and the Lady," which will be replaced tonight by "A Place in the Sun."

The six-day figure for "Secret of Convict Lake" at the Globe, which is featuring the film for a fourth week, is estimated at a modest $10,500. Rhubarb will bow there on Thursday. A low figure was registered for the first week of "My Outlaw Brother," at the Mayfair where $8,500 is expected. "Fugitive Lady," at the Holiday is expected to rack up a satisfactory $8,000 for its first week, while the long-standing "Tales of Hoffman," at the Bijou for its 21st week is expected to hit an okay gross of $11,000.

The off-Broadway Sutton, where "Kon-Tiki" is going into its 22nd week, estimates a satisfactory $5,100.

11 Suits

(Continued from page 1)

District Court for Nevada, have similarly been settled. The actions were bv United Artists, Universal, Columbia, Paramount, 20th Century-Fox, Loew's, RKO, and Warner Brothers, against Thomas L. Karren, the former operator of the Fallon and the Lawanna Theatre in Fallon, Nevada. Grant H. Bagley of the Salt Lake City law firm of VanCott, Bagley, Cornwall and McCarthy, George L. Sanford and Richard R. Hanna represented the distributor plaintiffs, with Sargoy and Stein of counsel.

One Convention

(Continued from page 1)

jubilee. President K.K. King of Tri-States, and John Mohrstadt, president of Mid-South Allied, made the announcement of the first joint meeting of the two exhibitor organizations to a gathering of 700 at a three-hour mass meeting today at the Malco Theatre.

As part of the joint convention of the two Mid-South exhibitor organizations, a main street parade will be held, headed by visiting film stars.

Report Record Grosses for RKO's 'Woman,' 'Leathernecks'

Record grosses for RKO Pictures are being set by "His Kind of Woman," and "Flying Leathernecks," according to field reports.

"His Kind of Woman," at the Roosevelt in Chicago hit $25,000 for the first five days and it is expected to double grosses there of any other RKO film. The same film at the Goldman, Philadelphia, registered over $24,000 for the first week, another high mark for the theatre, while the Roger Sherman, New Haven, smashed a year's record with $8,000 for the first week. In Houston, Texas, the Metropolitan rolled up an estimated $15,000 for the first week, more than double recent RKO grosses.

With "Flying Leathernecks," the Woods Theatre, Chicago, did $35,000 for the first week and $25,000 for the second, while in Kansas City, the film is being held over for a second week after grossing $12,000 for the opening week.

In Cleveland, "Flying Leathernecks," hit a high gross of $16,000 at the Palace, while in Dallas, at the Majestic, it opened to $3,500, a record premiere there for the past several years.

Mitchum to Appear at N. Y. Paramount Theatre Tomorrow

Robert Mitchum, star of Howard Hughes' "His Kind of Woman," will make personal appearances at the Paramount Theatre tomorrow in connection with the Broadway premiere of this RKO production. Appearing at every show, Mitchum will sing the two songs specially composed for the picture: "Five Little Miles from San Berdoo," by Sam Coslow, and "You'll Know," by Jimmy McHugh and Harold Adamson.

Mitchum is starred with Jane Russell in "His Kind of Woman."

seat policy."

Bowser Warns of Untruthful Film Ads

Los Angeles, Aug. 27.—Some 250 managers of National Theatres and home office and field executives attending the company's 16th annual convention, heard M. Bowser, Fox West Coast's general manager caution against undue overselling of definitely-known weak pictures, insisting that patrons should be given the truth in advertising. He said that money now being spent on entertainment was on a selective basis and the patron should not be misled.

SAG, IA Ask

(Continued from page 1)

struction trade by reducing the present 30-day period to a seven-day period and by eliminating the requirement for union shop elections.

Carlson and Dales told the sub-committee that the bill should be extended to cover workers in film production and that, if possible, the 30-day period should be eliminated rather than merely reduced. Brewer said that while he thought seven days would serve IATSE's purposes, he recognized the need for uniformity throughout the industry and therefore would support the SAG stand.

The film labor officials won a sympathetic hearing from the sub-committee. Senator Nixon (R., Calif.) said he would introduce late today a bill to drop the 30-day period to two days for the film industry. Sub-committee chairman Humphrey (D., Minn.) also seemed favorable to the SAG-IATSE stand.

Carlson and Dales cited the large numbers of extras, who are not members of SAG, who are employed on a short-term basis and never become Guild members. However, they said, such workers get the benefits of Guild working conditions and so are "free-riders."

Brewer emphasized the speed of present-day shooting and said TV film production had aggravated the situation, with a whole series being shot in two weeks. He said he felt quite sure employers would not object to the changes being sought by SAG and IATSE, since employers were just as much unsettled as the unions by the present "unstable bargaining relationship."

Palace Theatre

(Continued from page 1)

made by Sol A. Schwartz, president of RKO Theatres, who signed Miss Garland's contract yesterday.

Meanwhile, it also was announced that the RKO Boston Theatre in Boston will experiment with a reserved seat policy for one week, beginning Sept. 20, with Spike Jones' revue on stage, plus a film feature. A similar policy was adopted in Cleveland's RKO Palace Theatre for the week of Sept. 6. Spike Jones will also be featured there, in addition to a film feature.

Commenting on the change at the Palace, Schwartz stated, "I think New York is ready for the . . . two-a-day (policy), and we are convinced that theatre-goers will support it."

THERE'S A FORTUNE FOR YOU IN

A MILLIONAIRE FOR *Christy*

THE TRADE SAYS:

"AUDIENCES ON THE PROWL FOR BRIGHT ESCAPIST ENTERTAINMENT WILL FIND THIS RIGHT UP THEIR ALLEY. AUDIENCES GENERALLY SHOULD HAVE A GOOD TIME, WITH BOXOFFICE RETURNS REFLECTING THIS HAPPY SITUATION." —*Film Bulletin*

"ABOUT AS ROLLICKING AS ANY EXHIBITOR COULD HOPE FOR." —*M. P. Daily*

"THE FILM FAN WHO SEEKS ONLY DIVERTISSMENT WHEN HE RELAXES IN A THEATRE SEAT AFTER A HARD DAY AT THE OFFICE IS SURE TO FIND THIS UNINHIBITED ROMANTIC COMEDY TO HIS LIKING." —*M. P. Herald*

"THIS IS HOLLYWOOD'S GREATEST YEAR FOR BRILLIANT MOVIES. FILMDOM ALREADY HAS SUCH OUTSTANDING CLICKERS AS THE GREAT CARUSO, SHOW BOAT, THE THING, PEOPLE WILL TALK, THE FROGMEN, JIM THORPE—ALL AMERICAN, RHUBARB, *A MILLIONAIRE FOR CHRISTY* A PLACE IN THE SUN, HERE COMES THE GROOM AND QUO VADIS." —*Jimmy Starr, L. A. Herald-Express*

CHRISTY SAYS

"I look good...from ever SHOWMANSHIP angle!'

•

"My potentialities ar enormous . . . FULLY PACKED and BIG BOX OFFICE!"

•

"I'M GOOD FOR A LON ENGAGEMENT IF YOU DO THE RIGHT THIN BY ME!"

FRED **MacMURRAY** · ELEANOR **PARKER**

A MILLIONAIRE FOR *Christy!*

with **RICHARD CARLSON** · UNA MERKEL
CHRIS PIN MARTIN · DOUGLAS DUMBRILLE · KAY BUCKLEY
Produced by BERT E. FRIEDLOB · Directed by GEORGE MARSHALL
Screenplay by KEN ENGLUND · Original Story by ROBERT HARARI · Music by VICTOR YOUNG · A THOR PRODUCTION · RELEASED BY 20th CENTURY-FOX

FLASH!

watch for bi
news soon o
Tremendous Ohi
saturation preem

There's No Business Like 20 CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 42 NEW YORK, U. S. A., WEDNESDAY, AUGUST 29, 1951 TEN CENTS

Steel, Copper Completely Shut Off: NPA

Even Theatre Hardship Cases Are Included

WASHINGTON, Aug. 28.—National Production Authority officials said today that they have no more steel or copper to allot for theatre building between now and the end of the year, even for exhibitors whose building applications might be approved on a hardship basis.

"Approval of a hardship appeal from now until January is practically meaningless," one top NPA official said. "There just isn't anything to build with. Of course, we will have steel later for allocation for work in the first quarter of 1952, but not before. Even if the only theatre in a 100-mile area burned down tomorrow, we could not allocate steel for building before next year. We're just all out."

This official said he felt theatre construction projects could be carried on between now and December only in two ways: If the exhibitor already has his steel and copper lined up; or, if an exhibitor with an approved project manages to get steel or copper on the "Gray Market."

This Week's 'Life' To Carry Mayer's 'Retort Courteous'

The reply of Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, to the *Life* magazine article of Aug. 13 will be published in the issue of *Life* dated Sept. 3, on news stands tomorrow.

Mayer's letter, running about four

(*Continued on page* 4)

11 More to Aid Fund Drive of Pioneers

Eleven executives of the film and related amusement fields were named here yesterday to obtain the services of top-flight entertainers for various events planned for the fall to aid the Foundation Fund of the Motion Pic-

(*Continued on page* 4)

'Pioneers of the Year'

Harry M. Warner

Jack L. Warner

Albert Warner

HARRY M., Jack L., and Albert Warner have been voted "Pioneers of the Year" by the Motion Picture Pioneers, it was announced here yesterday by Jack Cohn, president of the organization, composed of founders and builders of the industry.

The Warner brothers are recipients of the 12th annual award by unanimous vote of the board of directors. The award also marks the

(*Continued on page* 4)

3,000 at 'Movietime' Meeting in Atlanta

ATLANTA, Aug. 28.—A campaign to remind the Southern states that "movies are still the best entertainment" was touched off in Atlanta today when some 3,000 persons, exhibitors, film workers and officials, attended the opening of "Movietime Down South," at the Fox Theatre. Robert J. O'Donnell, national chairman of "Movietime U.S.A.,, was the speaker.

A big parade through the business district preceded today's rally. Most of Film Row closed for the meeting and all employes were taken to the Fox in special buses. The purpose,

(*Continued on page* 5)

Golding Is Named Goldwyn Ad Head

The appointment of David Golding as director of advertising and publicity for Samuel Goldwyn Productions here, was announced yesterday by James A. Mulvey, president of the company. Martin S. Davis, who has been with the organization for the past four-and-one-half years, will remain as assistant director.

Golding, who for the past two-and-one-half years was Eastern publicity director for 20th Century-Fox, will assume his new duties next Tuesday.

Golding rejoins the Samuel Goldwyn organization which he represented in Great Britain during 1946 and 1947.

Theatre Deals for Turpin, Robinson TV Face Delay

A number of exhibitors who have taken previous prize fight telecasts for their theatres reported to MOTION PICTURE DAILY yesterday that as of now they have not yet closed deals for the Sugar Ray Robinson-Randolph Turpin fight to be telecast Sept. 12.

Most, however, indicated that they were waiting only on preliminary and apparently incidental arrangements which prevent them from making actual commitments prior to Saturday. There was no apparent dissatisfaction with terms for the program itself.

(*Continued on page* 6)

FCC Hearing Due On ABC-UPT Tieup

Washington, Aug. 28.—The Federal Communications Commission has decided to hold lengthy public hearings on the proposed ABC-UPT merger, and will probably announce its decision tomorrow or Thursday.

Commission sources said the FCC would announce its decision to go into every aspect of the proposed merger.

Adult Prices Ascend to An All-Time High

But Admission Charges For Children Are Down

WASHINGTON, Aug. 28.—Adult admission prices in large U. S. cities jumped to all-time highs in the first half of 1951, but prices for children were cut sharply as exhibitors strove to boost attendance, a Bureau of Labor Statistics report revealed today.

The adult prices were at a peak at the end of the first quarter. They fell in the second quarter, but were still the second highest on record.

On the other hand, children's prices were cut in the first three months and cut again even more drastically in the second three months. At the end of June, they were at the lowest point since late 1944.

The Bureau collects admission price data in 18 large cities each quarter and weighs the results to represent prices in the 34 largest cities.

The new figures showed that the adult admission price index in the first quarter of the year rose from 73.1 per cent above the pre-war average at the end of 1950 to 78 per cent above that average at the end of

(*Continued on page* 6)

Hendrickson and Agnew to Study Film Wage Controls

WASHINGTON, Aug. 28.—Neil Agnew, formerly with the Selznick Releasing Organization, and Roy Hendrickson, former personnel chief of the Department of Agriculture, have been selected by the Salary Stabilization Board as two of the three persons who will make a special study on

(*Continued on page* 4)

Para. Int'l Strike Ends; Grant Raises

Shortly after picketing in connection with the Paramount International office workers' strike here was extended yesterday to include the Paramount Newsreel, a settlement of the wage controversy was reached, Rus-

(*Continued on page* 6)

Personal Mention

NATE J. BLUMBERG, president of Universal-International, has returned to New York from the Coast.

•

IRVING YATES, Monogram-Allied Artists special promotion representative, is in Hollywood after seven weeks in New York and a tour through Eastern cities.

•

PHIL COWAN, film publicist, and MRS. FRANCES COWAN, are the parents of a girl, GLEN LAWRENCE COWAN, born Saturday at Beth Israel hospital here.

•

LOUELLA O. PARSONS, motion picture columnist for Hearst newspapers, will leave here for the Coast on Friday.

•

WILLIAM BARNETT, president of Barnett International Forwarders, Inc., will leave here Thursday for Europe on the *S.S. Constitution*.

•

JACK GLENN, March of Time director and head of the Eastern Screen Directors Guild, has returned to New York from Syracuse.

•

J. LAWRENCE SCHANBERGER, owner-manager of Keith's Theatre, Baltimore, is having a family reunion today.

•

MARGARET ETTINGER, Coast publicist, will leave here for Hollywood Friday.

•

JACK BERKSON, president of Screencraft Pictures, Inc., has left here for Saratoga Springs.

•

LIGE BRIEN, United Artists special events director, will leave here today by plane for Chicago.

•

MITCHELL RAWSON of M-G-M's home office publicity department is vacationing at Saratoga Springs.

•

ROBERT WISE, producer, is in New York from Hollywood.

Diamant-Berger Film

Henri Diamant-Berger, French producer-director, will arrive in New York by plane today from Paris to confer with American film producer Walter Futter on final scenes to be shot in the United States in connection with their joint film venture, "The Amazing Monsieur Fabre." The film, produced by Futter and directed by Diamant-Berger with the cooperation of the French government, is based on the life of Jean Henri Fabre. Starring Pierre Fresnay, the picture is from a screenplay by Jack Kirkland.

Karl Bugbee Dead

NEW ORLEANS, Aug. 28.—Karl Alfred Bugbee, Sr., exchange manager of yesteryear here, died last week at his home. He is survived by two daughters and two sons. After opening the original Metro office here in 1915, he resigned in 1918 to open the Goldwyn office.

Coast Production Is on the Upturn

HOLLYWOOD, Aug. 28.—The production index has taken a turn in the rising direction, increasing six points, for a total of 39 pictures in work. Twelve new ones were started while six were completed.

Films Started

Started were: "Cripple Creek" and "The Old West," Columbia; "Adventures of Robin Hood" (Hal Roach, Jr. Productions), Lippert; "Five Fingers," "Wait Till the Sun Shines, Nellie," "Phone Call from A Stranger," "Belles on Their Toes" and "Return of the Texan," all 20th Centry-Fox; "Actor's Blood" (Sid Kuller Productions), United Artists; "Francis Covers the Big Town," Universal; "Room for One More" and "The Lion and the Horse," Warner.

Completed were: "Chained for Life" (Spera Productions), Independent; "Aladdin and His Lamp," Monogram; "Colorado Sundown," Republic; "Elopement," "Rose of Cimarron" (Alperson Productions), and "Red Skies of Montana," 20th Century-Fox.

Industry Takes 3rd Step in Bond Drive

The industry's campaign in support of the U. S. Treasury Defense Bond drive has been advanced further with the preparation of a press book which will be ready for distribution to exhibitors early in September, it was reported here yesterday by the industry campaign committee headed by Samuel Pinanski.

The press book will furnish publicity material to support locally the campaign that will be highlighted by newspaper advertisements carrying appeals by top stars, and by trailers that will be inserted into regular newsreels.

The campaign will last through September and October.

Special Engagements For 'Streetcar' Set

The world premiere of Warner Brothers' "A Streetcar Named Desire," in Atlantic City on Friday at the Warner Theatre will be followed by two special engagements of the film on Sept. 19, at the Warner Theatre, New York, and the Beverly Theatre, Los Angeles, Ben Kalmenson, WB sales vice-president, reports.

There will be no further theatre dating of this production, Kalmenson said, until a study has been made of advertising and promotion plans.

Lupino Invited to Unesco

Ida Lupino has been invited by the U. S. State Department to participate in the next conference of the National Commission for United Nations Educational, Scientific, and Cultural Organization, to be held in New York City at Hunter College on Jan. 23-27. Commitments permitting, Miss Lupino will attend as a special representative of the film industry.

Producers Neutral On T-H Law Bid

Washington, Aug. 28.—Film producers do not plan to take any stand at the present time on the request of the Screen Actors Guild and the IATSE that Congress ease the union-shop provisions of the Taft-Hartley Law as applied to the film industry.

It was reported that producers feel the changes asked by the film unions will not harm their operations, and so they will not testify on the matter.

U. S. Reports Drop In Industry Firms

WASHINGTON, Aug. 28.—The number of firms in the motion picture industry dropped slightly in the last quarter of 1950, the first time the number fell since the end of 1943, the Commerce Department reported here today.

The Commerce figures cover all branches of the industry. They show that at the end of 1950, the number of business firms in operation in the film industry amounted to 15,000, compared with 15,100 at the end of Sept., 1950. The figures had been rising steadily since Dec., 1943, when they stood at 11,500 — the lowest figure since the Commerce Department started collecting these totals in 1939.

Commerce officials said their figures showed that approximately 200 new firms had entered the industry in the last three months of 1950, while about 300 had discontinued operation. The 200 new firms figure was the smallest total of new firms since Commerce started making this figure available early in 1948.

Raymond Hodgdon Requiem Mass Today

There will be a Requiem Mass today at 10 A.M. at Saint Michaels Roman Catholic Church in Flushing, N. Y., for Raymond Fallon Hodgdon, theatre manager for RKO, who died Saturday at his home in Flushing at the age of 62, after an illness of several weeks.

Surviving are the widow, Mrs. Kathryne Q. Hodgdon; three sons, Capt. Raymond F. Hodgdon Jr., USA; Capt. Samuel K. Hodgdon, USA, Walter G. Hodgdon; and a daughter, Mrs. Harry F. Klemfuss, Jr.

Kerness and Shawn Col. Art Executives

Jack Kerness has been appointed executive head of the Columbia advertising art department here, and Jack Shawn has been named creative director of the department.

The appointments mark the formal establishment of a new type of art department organization which has been in operation at Columbia on an experimental basis for several months.

Newsreel Parade

U. S. ARMED FORCES maneuvers and the California airline crash are current newsreel highlights. Other items include the Peron rally in Argentina, sports and rodeo news. Complete contents follow:

MOVIETONE NEWS, No. 70—U.S. holds Army Air Force maneuvers. Gromyko here for Japanese treaty. California air crash. First Air Force medal of honor. Argentine labor hails the Perons. Helicopter used by girl aerialist. Little League World Series. Swimming race.

NEWS OF THE DAY, No. 304—Some 4,000 paratroopers "hit the silk." Iran faces crisis. Fifty perish in airliner crash. Giant rally backs Peron and wife. Girl aerialist gives New York a thrill. Little League World Series. Super rodeo. Crusade for Freedom.

PARAMOUNT NEWS, No. 3—100,000 watch ace cowhand. Luxury plane crashes in California. Gromyko brings Soviet peace formula. Aerialist spurs clothes-for-Korea drive. Peron rally in Argentina. Airborne test in North Carolina. Crusade for Freedom trailer.

TELENEWS DIGEST, No. 35A—General and Mrs. Ridgway visit wounded. Russian weapons demonstrated in Maryland. Premier Yoshida thanks U.S. for treaty. California airliner crash. Bernarr MacFadden tells of parachute jump. Nevada: secret test site for A-bombs.

UNIVERSAL NEWS, No. 486—Army maneuvers. Rally for Peron and wife. Gromyko here for parley. Fifty dead in plane crash. Helicopter stunt girl. Rodeo in California. Little League baseball in Williamsport, Pa.

WARNER PATHE NEWS, No. 5—Paratroops in war game. California: superliner crash. Gromyko back. The Peronistas hail the Perons. British oil head back from Iran. Helicopter girl. Crusade for Freedom. Little League World Series. Bike race. Los Angeles: the sheriff stages a rodeo.

Four Honored at 'Sun' Bow Here

Four outstanding citizens here "most deserving of a place in the sun," were given citations at last night's premiere of Paramount's "A Place in the Sun," at the Capitol Theatre. The ceremonies were broadcast from the lobby of the theatre where the star of the film, Montgomery Clift, gave the awards.

The honored four were John Flannery, Jr., president of the Children's Bus Service; Albert A. Senft, former three-time president of the Cinema Lodge of B'nai Brith; Mary J. Thompson, for outstanding work as a major in the American Women's Hospital Reserve Corps, and Donald Darcy, Bronx chairman of the commerce and industry division of the Red Cross.

Fox Midwest Opens 22nd Annual Meet

KANSAS CITY, Aug. 28.—The 22nd annual meeting of Fox Midwest Theatres began today at the Hotel Muehlebach, with general sessions under the chairmanship of Elmer C. Rhoden, president. It included discussions by department managers and reports by district managers.

Visiting speakers included Peter Levethas explaining 20th Century-Fox's television program and Charles Enfield on advertising. Cady Smith, Jr., of Chase Candy Company, gave a talk on merchandising confectionery.

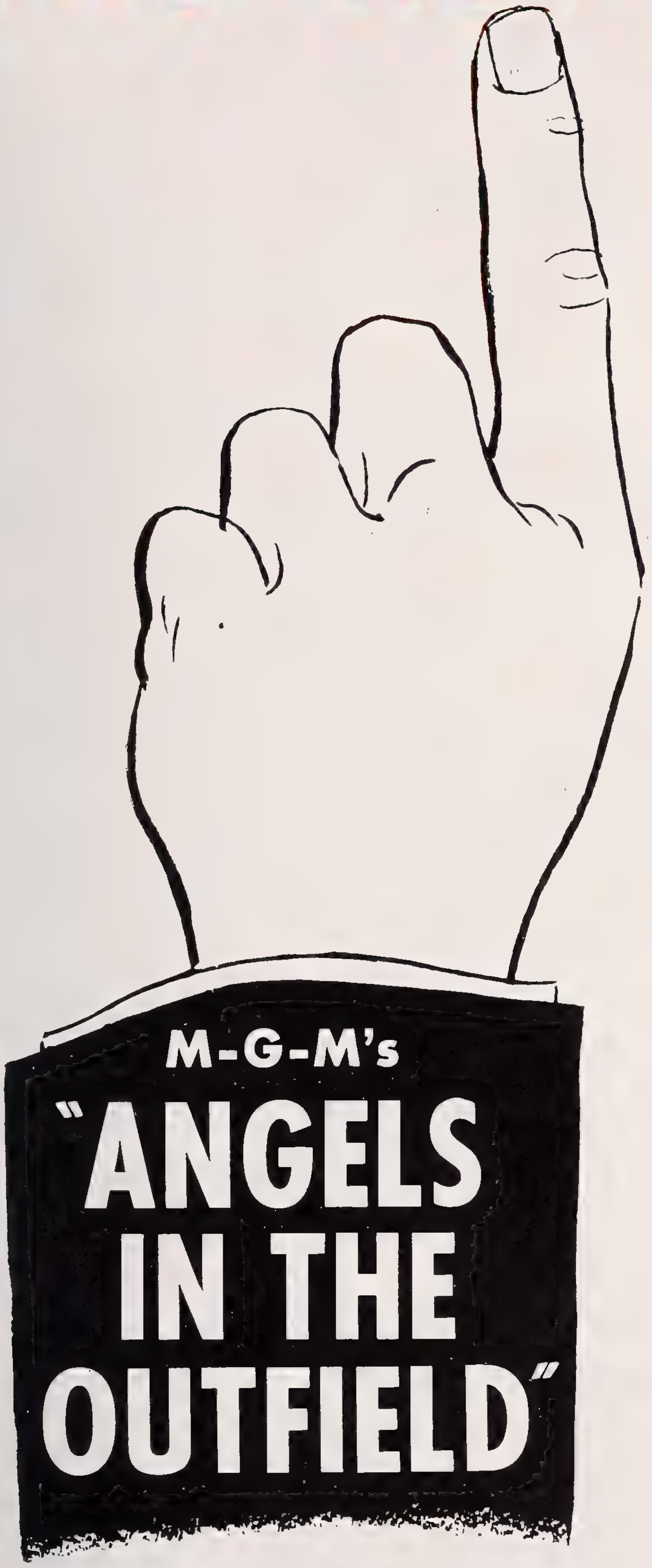
MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FULL STOP

DON'T DO ANOTHER THING

until you have read every word of this advertisement!

The SKY's The Limit!



M-G-M's

"ANGELS IN THE OUTFIELD"

M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS • JANET LEIGH • with Keenan Wynn Lewis Stone • Spring Byington • Bruce Bennett • and introducing Donna Corcoran • Screen Play by Dorothy Kingsley and George Wells • Based on a Story by Richard Conlin • Produced and Directed by Clarence Brown

How BIG is M-G-M's new triumph?

The possibilities are endless as they were in the case of such immortal masterpieces of heart-appeal as Paramount's "Going My Way," RKO's "The Bells of St. Mary" and M-G-M's "The Stratton Story."

It's good for all of us in film business when a picture appears with Bigness of inspiration, humor, tears and thrills! Words cannot describe this story of a tough baseball manager who "talked to angels," the little girl who "actually saw them" and the pretty news-gal who put both in the headlines.

When you book "Angels In The Outfield" put a glowing endorsement into your lobby at once! We guarantee *you,* just as you guarantee your patrons, that it is one of the year's greatest entertainments packed with exciting action and laughs and soul-satisfaction!

'Pioneers'

(*Continued from page* 1)

first time in the history of the organization that more than one individual has been honored by the Pioneers.

Leaders of American industry, as well as in the film field, will pay tribute to the three brothers at the Pioneers annual dinner in mid-November in Waldorf-Astoria Hotel, New York. The Warners will be given a special plaque and each will receive an individual "Pioneer of the Year" scroll. The dinner will also mark the induction of the class of 1951 to the Pioneers' membership.

The award, Cohn announced, is particularly appropriate because Warner Brothers Pictures is currently celebrating the silver anniversary of talking pictures.

11 to Aid Pioneers

(*Continued from page* 1)

ture Pioneers, it was disclosed by Harry Brandt, chairman of the entertainment sub-committee of the Foundation Fund. Abel Green is co-chairman of the committee with Y. Frank Freeman as chairman and Marvin Schenck as co-chairman of the Los Angeles division.

Newly oppointed members to the committee are William Morris and Ben Kalcheim of the William Morris Agency; Gus Eyssel, Radio City; A. J. Balaban, Sam Rausch and Arthur North, Roxy Theatre; Harry Anger, General Artists Corp.; Harry Romm and Lou Wasserman, Music Corp. of America; Robert Weitman, Paramount Theatre; Joe Vogel, Loew's and Al Rylander of Columbia.

Coordinating the efforts of the group will be an entertainment steering committee composed of Jack Cohn, Brandt, H. J. Takiff, Balaban, Rausch and Arthur North.

TOA Committee Meeting

The convention committee of Theatre Owners of America, headed by Si H. Fabian, will meet in New York again next Tuesday to name chairmen of standing committees which will receive special assignments in connection with the annual meeting scheduled for Sept. 23-27 at the Hotel Astor here.

Reviews

"Sunny Side of the Street"

(*Columbia*)

LIGHT AND FROTHY musical entertainment of popular nature, purely escapist and devoid of any serious plot, all built, songwise, pretty much around Frankie Laine and Billy Daniels. It is a pleasant, well-done production, which, for those who like its type—and so many do, at least occasionally—there is much to satisfy in the song-and-dance category. Jonie Taps produced and Richard Qunie directed.

At the very start, people touring the CBS TV studios in Hollywood are shown watching Laine on a TV receiver with what conservatively may be described as a "giant" screen. Even though the picture kids TV and its commercials, it nevertheless makes the point that some pretty fancy entertainment is concentrated before the TV cameras.

The Supercinecolor in which the picture was made is of high quality. The colors come through sharp and with clear definition and they register well. Jerome Courtland is the film's young hero, playing a young studio guide with singing ambitions. Terry Moore is his romantic lead. Toni Arden is seen in a couple of numbers; Audrey Long is fine as a rich girl with an eye on Courtland, an old hometown flame, and Lynn Bari has a small part as Terry's girl-friend. Lee Loeb provided the screen play with lines that will raise an occasional chuckle.

In the main, the picture's attraction is with Frankie Laine, who is kept busy, and Billy Daniels who gives some impressive numbers. Exploitation should stress the film's musical content and revolve around the strong name of Laine.

Running time, 71 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

"Submarine Command"

(*Paramount*)

NAVAL HEROICS are mixed with psychic disturbances in "Submarine Command," a brisk melodrama presented in a standard mold.

William Holden portrays a Lieutenant Commander on a submarine, who, in his first taste of enemy fire in World War II, loses his commander and quartermaster. It is a split-second decision which he must make, whether to dive quickly and save the ship and crew, or linger on the surface a little longer and rescue the wounded pair. He makes the latter decision and is plagued by it for years that follow.

Nancy Olson plays Holden's girl friend who later marries him. Others in the cast are Don Taylor, a hard-drinking fellow officer and companion to Taylor, and William Bendix, torpedoman who maintains a continuing grudge against Holden for his action under fire.

After the war Holden settles into a routine job in the Navy and uneventful domestic life with Miss Olson. Constantly his action under fire returns to haunt him and finally even his marriage is on the verge of a crisis. At this point the war in Korea breaks out and Holden's old submarine, the *Tiger Shark*, is put back into action, with him in command. The *Tiger Shark* is called upon to participate in a very dangerous and delicate land-air-and-sea maneuver. As expected, she comes through with flying colors and Holden overcomes his old sense of guilt. The incident also turn's Bendix's enmity to admiration. At the final curtain, Holden is happy to learn he is about to become a father.

Joseph Sistrom produced and John Farrow directed, from a story and screenplay by Jonathan Latimer.

Running time, 87 minutes. General audience classification. For October release.

M. H.

Reply to Life

(*Continued from page* 1)

single-spaced, typewritten sheets, presumably will not be published in its entirety by the magazine. Industryites are waiting to see whether the deleted portions of the letter indicate continuing bias against the industry by the publication.

In his letter to *Life*, Mayer cites all of the "plus" factors about the industry either ignored or brushed over with skeptical references in the magazine article. He points out that *Life's* readers, accustomed to picture stories, were given a completely erroneous impression of the industry by the photo layout of closed theatres and waiting line before a theatre offering a free television show. Many in the line, Mayer observes, probably had just come from a good movie. *Life*, he reminds, could have gotten all the pictures it wanted of waiting lines at theatres within a short distance of its own office, had it wished to tell both sides of the story.

He refutes many of the erroneous statistics about the industry, asserting that *Life's* statement that 3,000 theatres were closed "is about 2,000 off the mark," not to mention the new ones.

'The Days of Fear'

Mayer also points out that "the days of fear" in the industry about which *Life's* article was harping, "passed some months ago" and have been replaced by confidence and optimism, thus leaving *Life* way behind in its reporting of the news.

His letter cites constructive, factual information given to *Life* reporters who worked on the article by himself, Robert J. O'Donnell and others in the industry, which was completely ignored.

"Those figures," Mayer remarks, "were also too cheerful for the 'survey'."

Letter Concludes

His letter concludes: "Some of these days when you're in the mood to do an up-to-date survey of the movies, the bustling studios, the busy theatres, the enthusiastic movie-goers, I would enjoy helping you gather pictures, facts, anecdotes which would amuse and accurately inform your movie-going and non-movie-going readers. See you at the movies!"

COMING SOON!
JACK BRODER PRODUCTIONS
PRESENTS
"TWO-DOLLAR BETTOR"
JOHN LITEL · MARIE WINDSOR · STEVE BRODIE
"THE BASKETBALL FIX"
JOHN IRELAND · MARSHALL THOMPSON · VANESSA BROWN
"BRIDE OF THE GORILLA"
BARBARA PAYTON · LON CHANEY · RAYMOND BURR

No Delay Seen in Eidophor Showing

No delay in the scheduled fall demonstration of 20th Century-Fox' Swiss Eidophor theatre television system is expected with the integration of that system with CBS color television, Earl Sponable, 20th-Fox TV, sound and technical executive, reports. He said, however, that no date had yet been set for the demonstration.

Film Wage Controls

(*Continued from page* 1)

salary controls in the film and other "talent" industries.

The third member of the group is expected to be named within 48 hours.

The panel will not hold public hearings but will tour the country talking to employers and workers in the film, stage, radio and TV industries and will then make recommendations to the full board.

UNITED offers you
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LOS ANGELES
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It's the finest service in United's entire history, and includes such famous flights as "the Hollywood" and "the San Francisco."
UNITED AIR LINES

Atlanta Has a Real Industry Friend

Atlanta, Aug. 28.—Just returned here from a visit to Hollywood, George C. Biggers, president of Atlanta Newspapers, Inc., owners of the *Atlanta Constitution* and *Atlanta Journal*, said he is going to see to it that his papers review their relations with the film industry and take every possible step to give the industry help.

When he announced this in an address before the "Movietime U. S. A." rally of Georgia, Tennessee and Alabama exhibitors here yesterday, the audience was electrified with enthusiasm.

20th Plans For 'Jubilee' Prizes

Kansas City, Aug. 28.—Twentieth Century-Fox will use the occasion of the industry's "Movietime U.S.A." drive this fall as a backdrop for its largest exhibitor exploitation award, Charles Einfeld, vice-president of the company, disclosed here today.

Addressing a group of Fox Midwest theatre managers and executives meeting here, Einfeld revealed plans for a $15,000 prize contest based on exploitation campaigns for 20th-Fox's science-fiction film, "The Day the Earth Stood Still."

Eligible to enter the nationwide contest, which will run from Oct. 1 to Jan. 2, 1952, are all theatre men playing the picture in that period. First prize will be $1,000 in defense bonds plus scores of additional bond awards for runners-up.

Twentieth Century-Fox, Einfeld stated, will give "unsurpassed advertising, exploitation and publicity aid on a national basis to bolster the local-level campaigns." Starting this month the company will herald the picture with large-scale "teaser ads" in every exchange center other than New York and Los Angeles, continuing the campaign each week until the picture opens in each territory. A readership impact of 450,000,000 is expected from the giant teaser campaign.

'Movietime'

(*Continued from page 1*)

O'Donnell said, "is to carry the story of the motion picture industry and its people to the grass roots sections."

In this area, Georgia, Alabama and Tennessee are combining their efforts in the campaign. The exhibitors' committee consists of E. D. Martin, Columbus, Ga.; A. B. Padgett, Wilby Paramount; J. H. Thompson, Martin and Thompson; Jay Soloman, Chattanooga; R. M. Kennedy, Alabama and Mack Jackson, Alexander City. Distributors include Paul Wilson, 20th-Fox; C. E. Kessnich, M-G-M; Dave Prince, RKO; Ollie Williams, Warners, and James Frew, U-I.

Rev. Alexander to N. Y.: Drive Committee Meets

Rev. Bill Alexander of Oklahoma City, who was one of the keynote speakers at the kick-off "Movietime USA" meeting of Texas exhibitors earlier this month, will speak at "Movietime" drive meetings in New York on Sept. 6 and Chicago Sept. 10, the Council of Motion Picture Organizations announced here yesterday.

Held Yesterday

Meanwhile, a meeting of New York's "Movietime U.S.A." committee was held here yesterday to formulate plans for the drive. Attending the meeting, held in the offices of Edward Rugoff, president of the Metropolitan Motion Picture Theatre Association, were Lynn Farnol, public relations director for the New York campaign, Harry Mandel, advertising and publicity director of RKO Theatres, Ben Washer, an associate of Farnol, and Mort Sunshine, of COMPO.

Albany 'Movietime' Meet To Tackle 'Misconceptions'

Albany, N. Y., Aug. 28.—Urging exhibitors to attend the "Movietime U. S. A." meeting set for Sept. 5 at the Delaware Theatre here, Jack Goldberg and Harris Lamont, co-chairman of the local drive, said the campaign will seek to overcome "a prevailing and unwarranted misconception and lethargy effecting motion pictures."

In a message to exhibitors, they wrote that "defeatism" must be corrected and lauded Robert J. O'Donnell, national "Movietime" director.

Indiana Organizes For 'Movietime'

Indianapolis, Aug. 28.—Committees to push the "Movietime U. S. A." campaign in every city and town of the Indianapolis exchange area were named following the keynote meeting of theatre and exchange officials and employes held in Keith's Theater here last week.

W. A. Carroll, secretary of Allied of Indiana, was named exhibitor chairman for the state, to serve with G. R. Frank and Thomas O. McCleaster, distributor co-chairmen.

Every Indianapolis branch manager will serve as a zone distributor chairman in the campaign. The zone setup will be as follows:

Indianapolis, Foster Gauker, distributor chairman; Maurice Brazee and Earl Cunningham, exhibitors co-chairman; Rushville, Bernard Brager, distributors; Richard Pell and Jim Haney, exhibitors; Columbus, Claude McKean, distributors; J. P. Finneran and Al Thompson, exhibitors; Evansville-Vincennes, R. L. Brentlinger, distributors; Oscar Fine and Gus Hargis, exhibi- distributors; Arthur Clark and Fred tors; Bedford-Bloomington, Sam Oshry, Doughty, exhibitors; Terre-Haute, Abe Gelman, distributors; Jack Flex and Stanley Cooper, exhibitors; Fort Wayne, T. O. McCleaster, distributors; Al Borkenstein and J. R. Boice, exhibitors; Louisville, W. C. Hames, distributors; Sam J. Switow and Earl Payne, exhibitors; Muncie, G. R. Frank, distributors; Vic Sicilia and Arthur Arveson, exhibitors; Kokomo, Gene Tunick, distributors; Sam Neall and Tim Cleary, exhibitors; Logansport, W. K. Embleton, distributors; H. Lisle Krieghbaum and W. T. Studebaker, exhibitors; Lafayette, B. N. Peterson and Ted Liebtag, distributors; Harry Frederickson and Robert Jackson, exhibitors.

Full cooperation was pledged for the drive by more than 800 Indiana film trade representatives who attended the explanatory meeting.

Oct. 15-19 Set for SMPTE Meeting

The forthcoming 70th semi-annual convention of the Society of Motion Picture and Television Engineers, will be held at the Hollywood-Roosevelt Hotel, Hollywood, on Oct. 15-19, 1951.

Southern 'Jubilee' Headed By Lightman

Memphis, Aug. 28.—The "Movietime U. S. A." industry promotion to be conducted by the Tri-States Theatre Owners Association, an affiliate of the Theatre Owners of America, and Mid-South Allied, will be handled by the following joint committee:

M. A. Lightman, Sr., president of Malco Theatres, general chairman; W. F. Ruffin, Jr., Covington, and Nathan Flexer of Waverly, representing Tennessee exhibitors; Max Connett, Newton, and T. E. Williams, Clarksdale, representing Mississippi exhibitors; Roy Cochran and Sam Kirby, Little Rock, representing Arkansas; K. K. King, Searcy, representing Tri-States; John Mohrstadt, Hayti, representing Mid-South Allied; Frank Carter, branch manager, Warner Brothers, Memphis, representing film companies; Bob Bostick, manager of National Theatre Supply Company's Memphis office, representing supply houses.

M. A. Lightman, Jr. was named coordinating secretary.

COMPO Will Be 2 Years Old Tomorrow; Officers Looking Hopefully for Relief

The Council of Motion Picture Organizations, currently up to its eyebrows in the business-building "Movietime U. S. A." campaign, will be two years old tomorrow. The organization was founded in Chicago, Aug. 30, 1949.

Ned E. Depinet, COMPO president since its formation, reportedly will not be persuaded, although the effort to have him do so will be made, to accept a term for another year. He has been authorized to name a committee which will pick a slate of officers for the next general membership meeting of COMPO, scheduled for the first week in December in New York. It is reported he will name no one to the committee who is known to be in favor of a third term for Depinet.

Arthur L. Mayer, executive vice-president of COMPO for the past year, also has made known his wish to relinquish that post to another. He has agreed to remain through the launching of the "Movietime" campaign and probably his successor will not be designated before the December meeting.

It begins to look like the finger is being put on Robert J. O'Donnell, currently national director of the "Movietime" campaign.

CAT-alogue Of Showmanship

Paramount Pictures

"RHUBARB" TO HOST KIDS WHO BRING PICTURES OF THEIR CATS TO PREMIERE

The first thousand kids who bring pictures of their pet cats to the Globe Theatre, New York, tomorrow will be admitted free to the premiere of Perlberg-Seaton's comedy, "Rhubarb."

They will meet the Brooklyn Sym-phoney and big leaguers. And Rhubarb himself will "paw-tograph" his pictures for these cat-minded youngsters and give them Rhubarb Fan Club buttons.

Duplicate This Money Stunt With Locally Selected "Mr. Rhubarb"

Para. Strike

(Continued from page 1)

sell M. Moss, executive vice-president of IATS Motion Picture Home Office Employes Local No. H-63, reported. Paramount International workers will return to work this morning, he said, following a work stoppage that lasted a week.

The agreement reached between Moss and Arthur Israel, assistant to Barney Balaban, Paramount Pictures president, in the presence of Richard F. Walsh, "IA" international president, provides raises of $4.50 per week for all whose salaries are below $54.99; $6 where salaries are between $55 and $70, and $7 where salaries are $70 or over. The union had sought a straight 10 per cent hike; before the strike the company refused to grant more than a $4.50 general increase.

Additionally, the new contract will provide, effective next March 22, pay increases of one per cent for each rise of 1.7 over the March, 1951, level in the U. S. Government's Consumers' Price Index for New York. The pact will be of two years' duration.

Moss reported that when picket lines were installed yesterday noon at Paramount News' headquarters, members of "IA" locals No. 306, 702, 52 and 771 refused to cross the lines after the lunch period.

'Caruso' Plaza Opener

"The Great Caruso," Mario Lanza starrer, has been selected as the opening feature for the Plaza-in-Scarsdale, which will open on the evening of Wednesday, Sept. 12, it was announced by Leo Brecher, managing director.

Robinson-Turpin TV Deals

(Continued from page 1)

The terms provide that the International Boxing Commission, sponsor of the bout, receives 75 cents per ticket from theatres taking the fight telecast, against 50 per cent of the net. For most theatres, that means a base ticket price at the box-office of $2 minimum, since their own admission charge and Federal, as well as local taxes, if any, must be added.

Exhibitors available for comment appeared to have no particular objection to the $2 price, inasmuch as they figure others will have to charge the same and they will not be singled out for criticism. Moreover, the expected calibre of the program is regarded as warranting the increase.

The television-equipped theatres make their deals with Theatre Network Television, which deals with IBC. Those who reported they could not finalize deals prior to Sept. 1, had the impression that the delay hinges on the arrangements between IBC and RKO Pictures for filming the fight. Nathan Halpern, head of TNT, said he could not comment on that but did not deny that such was the case.

Robert Mochrie, RKO Pictures vice-president, could not be reached for comment yesterday. It is reported that the company is asking guaranteed-payment contracts for the fight picture from theatres being sold in advance in order to guaranty RKO against loss in the event the fight does not result in a good film box-office attraction. James Norris, I.B.C. president, has estimated that the fight film could return $300,000 to I.B.C.. He estimated the return from television-equipped theatres as $25,000.

In the absence of official explanations, some observers hazarded the guess that the volume of RKO's sales of the film as of Sept. 1 could have a bearing on the reported inability of exhibitors to finalize their telecast deals prior to that date.

Despite the officially unexplained complications which evidently beset the deal, it appears to be a certainty that the usual 12 to 15 television-equipped theatres outside New York which have taken the previous fight programs, will be taking this one. The number might even be more if A. T. and T. completes extension lines, now under way, into new territories by Sept. 12. Even should that happen, however, the number of theatres with television equipment installed, or to be installed during the next two weeks, in the new A. T. and T. service areas would be very few.

OK TV Construction

BOSTON, Aug. 28.—Legislation authorizing construction of a TV transmitting tower at the top of Mount Greylock near North Adams by the Mount Greylock Commission was given final approval by the Massachusetts Senate and was sent to Governor Paul A. Dever for his signature.

Adult Prices

(Continued from page 1)

March. This was the highest point yet hit by the adult admission price index. The previous high was 74.3 per cent in Sept., 1949. The index fell to 75.9 per cent of the pre-war average in the second quarter of this year.

The children's admission price index, which stood at 58.2 per cent above the pre-war average at the end of 1950, fell in the first quarter to 56.3 per cent and then dropped even more sharply in the second quarter to 49.0 per cent. This was the lowest figure since 1944.

As a result of the movements in the two component indices, the combined admission price index rose in the first quarter to an all-time high of 75.1 per cent above the base period average, and then dropped to 72.3 per cent in the second quarter. The previous high was 71.9 per cent in September, 1949.

More Studio Space For Fairbanks

HOLLYWOOD, Aug. 28.—Jerry Fairbanks Productions yesterday negotiated a long-term lease for additional sound stage space and office facilities at Rockett Studios, marking the start of the studios' new expansion program. In addition, producers Jerry Fairbanks and Sid Rogell announced that the firm will carry out the large-scale expansion program for the annual production of hundreds of video films planned by the formerly merged Fairbanks-Official Films Co.

Climb aboard the Mercury Space-Ship for Columbia's
SUPER-SERIAL THRILLER!
Jules Verne's
Mysterious Island
CAPTAIN HARDING'S FABULOUS ADVENTURES
EXTRA out-of-this-world story and setting!
EXTRA high-voltage promotion potential!
EXTRA out-of-the-ordinary appeal for fan and showman!
EXTRA magic in the name of Jules Verne!
with
RICHARD CRANE as Captain Harding
MARSHALL REED • KAREN RANDLE • RALPH HODGES
HUGH PROSSER • BERNARD HAMILTON • Screen Play by
LEWIS CLAY, ROYAL K. COLE and GEORGE H. PLYMPTON
Story, "L'ILE MYSTERIEUSE", after the novel by JULES VERNE
Produced by SAM KATZMAN • Directed by SPENCER BENNET
THE SERIAL WITH THAT EXTRA SOMETHING!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 43 NEW YORK, U. S. A., THURSDAY, AUGUST 30, 1951 TEN CENTS

Set Mass N. Y. 'Movietime' Meet Thursday

O'Donnell, Mayer, Others To Reveal Jubilee Plans

An industrywide "Movietime U.S.A." mass meeting for Greater New York was scheduled yesterday for next Thursday morning at the RKO 58th Street Theatre, where blueprints of the national and local drive will be revealed by Robert J. O'Donnell, national "Movietime" director, and a host of other speakers.

In announcing the kick-off mass meeting, the Organization of the Motion Picture Industry of the City of New York declared the gathering will marshal the forces of everyone who works in the industry, including motion picture operators, film salesmen, the personnel of all film exchanges, the staffs of film company home offices, and others.

The other principal speaker, besides O'Donnell, will be the Reverend William Alexander, pastor of the First Christ Church of Oklahoma City, who also operates the San Antonio, Texas, Drive-in Theatre. Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, which is sponsoring the all-year drive, will also speak.

Co-chairmen of the meeting will be

(Continued on page 4)

Yates Back; Scouts Stock Sale Talk

H. J. Yates, Republic Pictures president, back at his office here yesterday after a European business trip of several weeks, made his first order of business the embalming of various reports concerning the sale of control of Republic to Louis B. Mayer, whose recent resignation from Loew's-M-G-M becomes officially effective tomorrow.

Yates said neither his own stock

(Continued on page 2)

Snader Appoints 4 District Managers

The appointment of district managers in four territories was announced here yesterday by Reuben Kaufman and Oliver A. Unger, president and vice-president respectively of Snader Telescriptions Sales, Inc. At

(Continued on page 5)

First UP-Movietone News Service Deal to ABC-TV

American Broadcasting has purchased the new United Press-Movietone News service and will launch the new service on Oct. 1, for exclusive presentation over its owned television stations in New York, Detroit and Los Angeles. It is the first deal for the service.

Starting over WJZ-TV, New York, the new service will be presented as a complete "television newspaper" from 7:00 to 7:15 p.m., (E.T.), with live camera presentations, newsreel coverage of the news, commentary on the news and with graphic arts visual aids lending themselves to interpretation of the news in what is said to be "one of the most up-to-the-minute news telecasts available."

The new service also will be incorporated in a night-time news telecast which probably will be scheduled on WJZ-TV from 11:00 to 11:10 P.M., and a mid-day news program over the station at 1:00 P.M. Similar news telecasts will be worked out for the networks's WXYZ-TV in Detroit and

(Continued on page 5)

Cresson E. Smith Returns to RKO

Cresson Smith

Cresson E. Smith, who was a sales executive of RKO Radio Pictures for a number of years, and who resigned from the company to go into business for himself a few years ago, has been appointed acting Western district manager by Robert Mochrie, vice-president and general sales manager. Smith will fill in during the temporary absence of J. Herb MacIntyre, at district headquarters in Los Angeles.

'IA' Hopes to Avoid Video Labor Strife

In its attempts to organize workers in the television field, the IATSE is seeking to avoid labor strife, according to Richard F. Walsh, "IA" international president, who personally is leading the union's drive to extend its

(Continued on page 2)

Eidophor TV Studio Scheduled for K. C.

Kansas City, Aug. 29.—Central studios are planned for this city in conjunction with the Eidophor system arrangements which will be made for theatre television in this area, Peter Levathes, 20th Century-Fox television

(Continued on page 5)

'Life' Swats Films Again; Reiterates Former Charge

Life magazine, which took a swing at the motion picture industry in its issue of Aug. 13, retracts nothing and adds a couple of more pokes at films in its "Letters to the Editors" column in the issue on news stands today.

The magazine publishes five letters, two of them unfavorable to the industry, two in its defense, both of which are emasculated, and an editorial note which reads as follows:

> **"*Life* erred in saying that 3,000 movie theatres closed in 1950. The 3,000 closings took place, according to a responsible source, over a two-year period—1949 and 1950. Although *Life* did not specify the ratio of theatres opening to theatres closing, it did point out that**

(Continued on page 4)

'People Will Talk' Bow Hits $16,000

A top opening day gross of $16,000 was claimed for 20th Century-Fox's "People Will Talk," at the Roxy here yesterday, by the management.

It was described as the best opening day figure since last January, with the exception of the first day of Milton Berle's stage engagement. The $16,000 figure also topped the opening grosses of "All About Eve" and "I Was A Male War Bride," two other big money-makers at the theatre for the past three years.

RKO's Fight Film Key to TV Contest

Rights Can Go to Home TV If Film Deals Lag

By SHERWIN KANE

Unless exhibition supports the RKO Radio film of the coming middleweight title bout between Sugar Ray Robinson and Randolph Turpin with sufficient bookings to guaranty the International Boxing Club a financial return at least equal to the approximately $325,000 offered for rights to the free home telecast of the bout, the attraction will not be filmed and will not be available for exclusive theatre telecast.

This was confirmed yesterday by Robert Mochrie, vice-president and general sales manager of RKO Radio, who told *Motion Picture Daily* that sufficient exhibition contracts to meet the minimum guaranty to I.B.C. must be on hand by Saturday.

That failing, there will be no fight film and, naturally, no exclusive theatre telecast of the bout. In that event, I.B.C. presumably would sell the television and radio rights to the fight to Pabst Blue Ribbon Beer, which has offered between $300,000

(Continued on page 5)

13,000 Chicago Seats For Sept. 12 Telecast

Chicago, Aug. 29.—The B and K Uptown Theatre has been added to the group of Chicago theatres which plan to show the Robinson-Turpin fight on large screen TV on Sept. 12.

The Uptown's 4,400 seats would raise the local capacity for the bout to 13,500 (including a second showing on film at the State Lake). All three houses, the North Side, Uptown, Downtown State Lake and

(Continued on page 5)

$1,050,000 Trust Suit Filed in N. Y.

Loew's, Paramount, Columbia, Universal, United Artists and Century Theatres were named defendants in a $1,050,000 triple-damage anti-trust action filed yesterday in U. S. District Court here by Lavellon Amusement

(Continued on page 5)

Personal Mention

H. M. BESSEY, executive vice-president of Altec Service Corp., has returned here from the Coast.

•

Irving Sochin, assistant to Charles J. Feldman, Universal domestic sales manager, is vacationing in Westchester and is expected to return to his desk here Tuesday.

•

Jeff Livingston, Universal Eastern advertising manager, who was in Washington yesterday, is due to return here today.

'Bathsheba' Set for Albany and Utica

Albany, N. Y., Aug. 29.—"David and Bathsheba" will open in Warner's Ritz on Sept. 19 for a minimum of three weeks, at $1.25 top. It will be the first engagement of that length for the Ritz, and the first time since "Life with Father" that the theatre will charge such a top. The 20th-Fox picture will open on Sept. 26 at Gordon's Olympic in Utica, under the same set-up.

Phil Engel is here from Boston setting up the advertising and exploitation campaign.

Ellincoff Resigns From Warner Post

Boston, Aug. 29.—Max Ellincoff resigned here yesterday as district manager over Warner Brothers' theatres in Eastern Massachusetts. He did not disclose his future plans, but it is understood that he quit for a position elsewhere.

The Warner home office reported that it has not as yet selected a successor to Max Ellincoff in Boston.

Yates Back

(*Continued from page* 1)

holdings in Republic or those of his friends are for sale at any price. He added that there have been no approaches of any kind to him on the subject from Wall Street quarters, and that he has had no conversations at all with Mayer in several months.

"If I had any idea of selling the stock," Yates said, "I would be glad to sell to Louis B. Mayer because of his high standing in the industry and his record of achievement."

Robert Walker Dies In Hollywood at 32

Hollywood, Aug. 29.—Screen star Robert Walker, 32, whose latest picture was Warner's "Strangers on a Train," died here last night of respiratory failure while being treated by doctors for an emotional disturbance.

His films included "Madame Curie," "See Here, Private Hargrove," "Since You Went Away," "Thirty Seconds Over Tokyo," "Till the Clouds Roll By" and "Sea of Grass."

Philip Siff Named To Salary Board

Washington, Aug. 29.—The Salary Stabilization Board today appointed Philip F. Siff to the special three-man committee to study and make recommendations on salary control policies for stars, writers, directors and other talent personnel in the film, radio and television industries. Siff was formerly with United Artists, Selznick International and Lehman Brothers.

Chairman of the special committee is Roy Hendrickson, former Department of Agriculture personnel officer. The other members will be Neal Agnew, former vice-president of Paramount and Selznick International and now a consultant to independent film distributors.

The salary board has jurisdiction over most talent personnel in the film industry, since they work on a salary rather than on a wage basis. Film industry workers on a wage basis come under the jurisdiction of the Wage Stabilization Board. The latter board now has before it the question of whether all film industry workers — both wage and salary employes — should be completely exempt from control.

Westrex Recording Sessions on Coast

Hollywood, Aug. 29. — Westrex Corporation's studio recording managers from Asia, South America, and Europe are here for a one week conference on new recording techniques and equipment. Attending: W. E. Kollmyer, India; J. Cuevas, Brazil; R. J. Engler, England; W. L. Bell, France; F. H. Hotchkiss, Eastern Division recording manager, New York; R. E. Warn, Hollywood division manager; J. G. Frayne, engineering manager, Hollywood; R. W. Wight, commercial manager, Hollywood, and Gordon R. Glennan, general manager, Sound Services, Inc., Hollywood.

United Artists Hold N. O. Meeting

New Orleans, Aug. 29.—United Artists exchange managers gathered here today for a one-day meeting at the Roosevelt Hotel with company vice-presidents William J. Heineman and Max E. Youngstein and sales executive Bernard G. Kranze.

Managers present included: B. Adams, Atlanta; Claude York, Dallas; Mike Lee, St. Louis; H. Keter, Charlotte; George Pabst, New Orleans, and salesmen Jimmy Rite and Alex Mailho.

Vote Tax Boosts Retroactive to Jan. 1

Washington, Aug. 29.—The Senate Finance Committee today voted to make its proposed corporate tax boosts retroactive to January 1, 1951, the same date as in the House bill. Unless this is overruled by the full Senate, the retroactive date would remain in the final law, because it would not be subject to change by the House-Senate conferees.

Wise Says Costs Aid Independents Today

Now, while major producers' overhead costs are "up," is the time for independent producers to make strides in the market, Robert Wise, partner with Mark Robson in the independent production firm of Aspen Pictures, declared here yesterday in a press interview at United Artists' home office.

In New York for a few days to cast Aspen's first for UA release under a three-year, six-picture contract, Wise said he believes independent producers have a far greater chance of success today than they did two years ago. He flew back to the Coast last night.

The initial Wise-Robson film, tentatively titled "The Long Chance," will be a semi-documentary about the "marriage of crime and politics," as suggested by the investigations of the Kefauver Committee, Wise revealed.

It will be filmed with a newly-developed lens which has been patented by Ralph Hoge of Hollywood, Wise said, adding that considerable time and money will be saved thereby. The lens supplies increased light to the extent that economies can be effected in the use of mechanical equipment, crews, lighting and shooting time, Wise explained.

Paramount Week Drive Moves Ahead

In line with its drive for 100 per cent penetration during "Paramount Week," Sept. 2-8, the company is already set with 400 dates each on both "Here Comes the Groom" and "That's My Boy," according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

With each of these pictures solidly booked up to the number of prints available, near maximum dates are set for "Warpath," "The Big Carnival," "Peking Express" and "Passage West" in key runs.

Lapidus Presides At Warner Meet

Jules Lapidus, Warner Brothers' Eastern and Canadian division sales manager, will preside over a meeting of the company's Eastern district in Albany today.

Attending the meeting will be Norman J. Ayers, Eastern district manager, and branch managers Ray S. Smith, Albany; George W. Horan, Boston; Matthew Sullivan, Jr., Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York.

American Magazine Sets New Feature

The American Magazine will launch a new feature with the September issue saluting the best in family entertainment each month. Photos and text will describe outstanding films, radio, TV programs and records.

Top motion picture features mentioned in the September issue are "David and Bathsheba," "Here Comes the Groom" and "Jim Thorpe, All American."

PUBLISHER TO SPEAK ON CATHOLIC HOUR

Martin Quigley will be the speaker on the Catholic Hour, NBC radio network, Sunday, September 2, at two P.M. (Eastern Daylight Saving Time). His address, which is one of 11 in a series, given by laymen on "Careers in Christianity," will be entitled "Christianity in Motion Pictures Today."

Injunction Forbids Mexican Quota Law

Mexico City, Aug. 29.—A temporary injunction issued yesterday by Federal Court Judge Ignacio Burgoa forbids the Mexican government from putting the new 50 per cent quota law into effect. Effective until Sept. 15, the injunction was granted at the request of a group of exhibitors.

The measure drew objections from United States film distributors, who threatened to cut off the supply of Hollywood pictures if it is applied. They said the screen time now is divided about 60-40 in favor of the U.S. products.

The New Law

The new law, which does not yet have final Congressional approval, would make the 50-50 rule effective if:

1. A theatre or chain has in the last six months given less than half its screen time to Mexican movies.
2. A large number of Mexican-produced movies accumulates and they fail to find a local market.
3. Foreign interests gain direct or indirect control of a theatre or chain or controls more than half its bookings.

Exhibitors say they get more profit from United States films and that they draw larger crowds than the Mexican films.

Theatre owners and some producers are planning an appeal to Congress against the law. The new session of Congress opens Saturday.

'IA' Hopes

(*Continued from page* 1)

representation into radio and TV.

Walsh's assertion was made in a by-lined labor-column article yesterday in the New York *World Telegram & Sun*.

For a Fourth Time

"Now, for a fourth time, the horizon of show business is being pushed back," Walsh said, taking cognizance of the strides which have been made by television. "As before, we have good reason to believe we can take it in our stride—and are confident the theater will continue to prosper, drawing sustenance from television and helping sustain it."

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"PAINTING THE CLOUDS WITH SUNSHINE"

OU'LL WANT TO PAINT IT ACROSS THE SKIES!!

It's the Sunshine Musical!

COME OVER AND BASK IN **WARNER BROS.'** TRADE SHOW SEPT. 5TH!

TECHNICOLOR

"PAINTING THE CLOUDS WITH SUNSHINE"

STARRING DENNIS MORGAN ☆ VIRGINIA MAYO ☆ GENE NELSON

ith UCILLE NORMAN • S. Z. SAKALL • DIRECTED BY DAVID BUTLER

SILVER ANNIVERSARY Warners OF TALKING PICTURES

PRODUCED BY WILLIAM JACOBS • Screen Play by HARRY CLORK, ROLAND KIBBEE and PETER MILNE

Musical Direction Ray Heindorf • Musical Numbers Staged and Directed by LeRoy Prinz

TRADE SHOWS

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M

MEMPHIS
Paramount Screening Room
362 South 2nd St. 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

WB

'Jubilee'

(Continued from page 1)

Edward Rugoff, president of the Metropolitan Motion Picture Theatres Associated; Harry Brandt, New York, president of the Independent Theatre Owners of America; Wilbur Snaper, president of Allied of New Jersey; Maurice Miller, president of the New Jersey Independent Theatre Owners of America, and Fred Schwartz, chairman of the Organization of the Motion Picture Industry of the City of New York. Rugoff will preside.

Smith Supports, Jones Questions 'Movietime' Benefits in Ohio

COLUMBUS O., Aug. 29.—A seed of dissatisfaction with the "Movietime, U.S.A." campaign is planted by Leo Jones, Upper Sandusky, O., exhibitor, in the current bulletin of Independent Theatre Owners of Ohio.

The same bulletin carries a message from Martin G. Smith, ITO of Ohio president, urging enthusiastic and wholehearted cooperation with the "Movietime" campaign.

"Why should an independent exhibitor," Jones asks in the bulletin, "participate in 'Movietime U.S.A.; pay toward its support and then be forced to play, during the campaign and after, only pictures of the type made available to him this summer, because of extortionate film rentals and other onerous terms demanded by the distributors for their occasional box-office hits?"

"I am sure you are willing to spend money to bring extra money into your box office," Jones observes, "but I am equally sure that if you do go all out and make a few bucks extra, you want to be rewarded for your efforts by being able to keep those bucks."

Jones intimates in questions asked of ITO by Ohio members in the bulletin that inability of some exhibitors "to select" the best product at terms which will give them a profit militate against their benefitting from the "Movietime" campaign.

Exhibitors are asked to forward their views to Jones or Smith.

700 in Florida Attend 'Movietime' Meeting

Seven hundred Florida exhibitors, film salesmen, and other members of the industry in Jacksonville yesterday attended a meeting to organize the "Movietime U.S.A." campaign for that state, according to word received here by the Council of Motion Picture Organizations.

Speakers were: Robert J. O'Donnell, national "Movietime" director; Arthur L. Mayer, executive vice-president of COMPO; Mayor Hayden Burns of Jacksonville; Harold Colee, executive vice-president of the Florida State Chamber of Commerce, and Nat Williams, former president of the Theatre Owners of Georgia.

Change Buffalo Meet Date to Sept. 17

BUFFALO, Aug. 29.—The date of the big Buffalo "Movietime U.S.A.," meeting has been changed to Sept. 17 in the Erlanger Theatre, with Robert J. O'Donnell, national drive director, as the principal speaker.

The meeting originally had been scheduled for Sept. 10, but this date conflicted with O'Donnell's schedule. The new date was selected at a meeting in the Variety club, with Dave Miller, distributor chairman, William Dipson, exhibitor chairman, presiding.

Call Mass 'Movietime' Meet in Chicago

CHICAGO, Aug. 29.—A mass meeting has been called for Sept. 10 at the Esquire Theater here to get all local members of the industry behind the Illinois "Movietime U.S.A." campaign.

The program for the Sept. 10 meeting is being set up by a committee consisting of Harry Balaban, William K. Hollander, Jack Kirsch, Al Kvool and Dave Wallerstein.

Review

"Journey Into Light"

(Bernhard Productions—20th Century-Fox) *Hollywood, Aug. 29*

THE widespread public response to "I'd Climb the Highest Mountain" and "Stars in My Crown" argues strongly for the box-office success of this story about a minister who loses his faith in God, under pressure of adversity, and regains it when circumstances convince him he has erred. The principal setting is such a place as is known in Los Angeles as Skid Row, and in New York as the Bowery, in London as Limehouse, and the camera and casting skip none of the squalor, sordidness and chicanery found in these gathering places of the down-and-out. This is not pretty stuff to look at, but it has impact, and the story justifies its presentation. The large cast, headed by Sterling Hayden, Viveca Lindfors, Thomas Mitchell, Ludwig Donath and H. B. Warner, has pulling power, and the power of the theme, as indicated by the precedents cited above, has never been greater than now.

Hayden portrays a young minister whose wife, an alcoholic, forces him, by her behavior, to resign his assignment in an austere community, and then resorts to suicide as a means of freeing him to pursue his ambitious career. He turns against his congregation and his bishop, renounces religious belief, and drifts quickly to the gutter, where he is taken in hand by wayward Mitchell, who would groom him as a confidence man. Knocked unconscious in a street brawl, Hayden is given care and nursing by Donath, the minister in charge of the slum mission, and his daughter, who is blind. The story progresses logically and plausibly to its highly credible conclusion.

Joseph Bernhard produced, and Anson Bond, who also acted as co-producer, wrote the story, with Stephanie Nordli and Irving Shulman doing the screen play.

A saloon incident, in which a cigaret slipped surreptitiously to a dejected piano player galvanizes him instantly into furious keyboard activity, adds nothing to the weight of the story and is a cinch to suggest marijuana.

Running time, 88 minutes. Adult audience classification. For October release.

WILLIAM R. WEAVER

'Life' Again

(Continued from page 1)

'there are more theatres in operation now than ever before.' But with weekly attendance down from about 90,000,000 in 1946-48 to 50 to 55-million in 1950, trouble is still, as *Life* said, supercolossal in Hollywood.—Ed."

In other words, *Life* is stuck with its story and stands by it.

Among the emasculated replies to the original *Life* attack published in the current issue, is the letter of Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations. *Life* prints six abbreviated paragraphs of Mayer's 19- paragraph letter.

Another Sharp Job

Another sharp job of emasculation is performed on the letter of protest written by Jack Kirsch, president of Allied Theatre Owners of Illinois.

Only one other industry letter, from J. P. Adler, president of Adler Theatre Co. of Marshfield, Wis., is published. It reads: "Your story on the motion picture industry is most unfair and unjust. Why help to hurt an industry when they are having trouble?"

Two non-industry letters, both unfavorable, are published. One, from R. W. Duncan, Wilmington, Cal., says: "For years the movies were the chief entertainment for my family. In the past six years we have seen one movie. We're tired of rotten double features. They charged us a premium to see decent shows. . . We've gotten tired of popcorn eaters. . . Motion picture people and theatre owners killed the goose that laid the golden egg."

Non-Industry Letter

The other non-industry letter, signed by Charles Lauber, Jr., Ridgefield, N. J., reads: "It seemed the blame for empty show houses was laid at the door of television. The real reason is that the movie industry broke the people's movie-going habit with overrated mediocre pictures and self-appointed censors. I would go to the movies about three times a week, but my desire faded long before television's popularity bloomed. . . . After a lot of ballyhoo for pictures and getting a big letdown, one felt he was being taken for a ride. . . ."

Apparently, insofar as *Life* is concerned, that's where the matter rests now.

Incidentally, the current issue of *Life* carries some more expensive motion picture advertising.

'Cue' Magazine to Have Section On 'Movietime' Promotion

Cue Magazine is planning to devote part of its Nov. 10 issue to "Movietime U.S.A." The issue is expected to include added features and pictures regarding next year's production and exhibition plans within the industry.

Included will be a survey of the entertainment habits of Metropolitan New York audiences specifically with regard to motion picture attendance.

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

WHEN YOU WANT A GOOD SPECIAL TRAILER AND WANT IT QUICK LET FILMACK MAKE IT!

NEW YORK 630 NINTH AV.

FILMACK TRAILER CO.
CHICAGO 5. . . . . 1327 S. WABASH AVE.

Fight Film

(*Continued from page* 1)

and $350,000 for them.

Instead of having an outstanding sports attraction on film for exhibition immediately after the fight, and instantaneous telecasts of it in the theatres outside New York equipped with large screen television, exhibition will face one of those empty-house threats on the night of Sept. 12, which traditionally confront the theatres whenever an exceptional sports or news program is telecast or broadcast, or both, to homes.

Report Strong Support

Mochrie reported strong support for the fight film from national circuits, from leading exhibitors in regional operations and many others.

"The leaders of exhibition," Mochrie said, "realize the problem with which they are confronted when events of this kind are offered free to homes.

"This is an effort to find out if the theatres of America can compete with home television or not. Most assuredly, 15 or 16 theatres with large screen TV equipment cannot do it. The key to the problem is the good, old can of film and the thousands of theatres it can go to.

"This fight is very likely to give us the answer to the question of theatre vs. free home television competition. We cannot, of course, do anything about a Kefauver hearing or TV news attractions of that kind. We can, and are about to, do something with top-flight sports events for which we can compete against free home television."

By Saturday

If RKO Radio by Saturday racks up exhibition contracts sufficient to give I.B.C. its minimum, in the neighborhood of $325,000, another $25,000 to $40,000 will be paid to I.B.C. by the 15 or 16 theatres which will get the telecast, paying 75 cents per ticket against 50 per cent of the net, and charging about $2 per ticket. If the exhibition contracts for the RKO Radio fight film are not on hand, I.B.C. can and probably will exercise its cancellation right on Saturday. This explains why, as MOTION PICTURE DAILY reported yesterday, exhibitors are unable to finalize their deals to carry the exclusive large screen telecasts prior to Saturday.

Censor Argentine Films

A three-man board of censors was created this week to pass on every stage and screen show in Argentina, according to press reports reaching here from Buenos Aires.

Albany TV Setup Moved by Fabian

ALBANY, N. Y., Aug. 29. — The large-screen television equipment at Fabian's 3,600-seat Palace here is being moved to the circuit's 1,550-seat Grand nearby. The latter theatre will receive the telecast of the Turpin-Robinson bout which will be hooked into several theatres in different cities on Sept. 12.

The Palace was the first upstate theatre to have RCA large-screen television and one of the first in the country to be so equipped. It led closed circuit houses in attendance for three of four boxing bouts telecast, and did a booming business for the telecast of the Siena-Georgetown basketball game last fall. The Grand, a "B" first-run, will charge $2.00, tax included, for the Turpin-Robinson telecast.

A Fabian Theatres executive in New York said yesterday that the switch of theatre television equipment from the Palace to the Grand in Albany was being done as an experiment.

Snader Appoints 4

(*Continued from page* 1)

the same time it was announced that the company has finalized the deal to distribute nine Sir Alexander Korda pictures here. The agreement also calls for four other Korda pictures, already in distribution, to be released to television shortly.

The sales representatives are Sam Wheeler, Washington; Albert Dezel, Detroit; Leonard Mintz, Philadelphia; and Robert Hartgrove, Dallas. Additional appointments will be announced shortly.

The Nine Films

The nine films are "The Wooden Horse," which opened Tuesday at the Trans-Lux 72nd St.; "Bonnie Prince Charlie," in Technicolor; "Flesh and Blood," "The Small, Dark Room," "Into the Blue," "The Wonder Kid," "The Small Voice," "The Courtneys of Curzon Street," and "Angel With the Trumpet."

The four other films to which Snader Telescriptions have television rights after their theatrical distribution are "Odette," which United Artists is releasing, "Interrupted Journey," "Women of Dolwyn," and "Saints and Sinners."

Unger declared that the company will also release the nine new films to TV after their theatrical distribution. He said he plans to eliminate residue bookings and distribute them forthwith to TV.

Snader Telescriptions also produces films for television.

TV Hearings Sept. 5-6

Washington, Aug. 29.—Senator McFarland (D., Ariz.), chairman of a Senate Interstate Commerce subcommittee, announced hearings September 5-6 on a bill by Senator Benton (D., Conn.) to set up a citizens advisory commission on radio and television.

Theatre TV Conclave Planned for Sept. 10

WASHINGTON, Aug. 29.—With Sept. 10 the date now being discussed, plans are under way for a meeting next month of top exhibitor and producer officials to discuss plans for presenting the industry's case for theatre television frequencies to the Federal Communications Commission.

13,000 Seats

(*Continued from page* 1)

South Side Tivoli would charge $2.00 admission after closing their box-offices for a brief period to permit clearing the house of patrons who go in at the regular admission prices.

UP-Movietone Deal

(*Continued from page* 1)

KECA-TV in Los Angeles.

The worldwide facilities of the United Press and of 20th-Century Fox in the production of spot and newsreel films will be combined.

TV Studio

(*Continued from page* 1)

executive, told the final meeting today of the two-day convention here of Fox Midwest Theatres.

Theatre Network

Equipment for a theatre network which will enable theatre audiences to see grand opera and famous shows is expected to be available in two years, Levathes said.

125 Managers

Some 125 managers and office personnel were on hand for the final day's meeting to hear addresses by Levathes; Charles Einfeld, 20th-Fox vice-president; Richard P. Brous, the circuit's legal representative, and Senn Lawler, its public relations head. Elmer C. Rhoden, Fox Mid-West president, did not attend, having been hospitalized for a few days as a precaution because of a minor accident.

$1,050,000 Suit

(*Continued from page* 1)

Corp. of East Rockaway, N. Y.

The complaint charges that the 14-21 days' clearance over the Criterion in favor of Century's Fantasy in Rockville Centre, the Valley Stream in Valley Stream, Lynbrook in Lynbrook and the Baldwin in Baldwin is a direct violation of the Sherman anti-trust laws. In this connection, the action cites the decision in the industry anti-trust suit, and alleges that a Loew's and RKO product "split" favors Century Theatres.

Networks Considering Telecasts Of Presidential Conventions

Washington, Aug. 29.—Officials of the Republican and Democratic national committees and officials of television networks are studying the question of the detailed televising of the 1952 Presidential nominating conventions.

The question of whether the telecasts should be done on a sustaining or on a sponsored basis is also under discussion. The four major TV networks—National Broadcasting, American Broadcasting, Columbia and DuMont—have been asked by the political committees to draw up their ideas on the whole subject and submit them. The 1944 and 1948 conventions were televised on a very limited scale.

CAT-alogue Of Paramount Pictures Showmanship

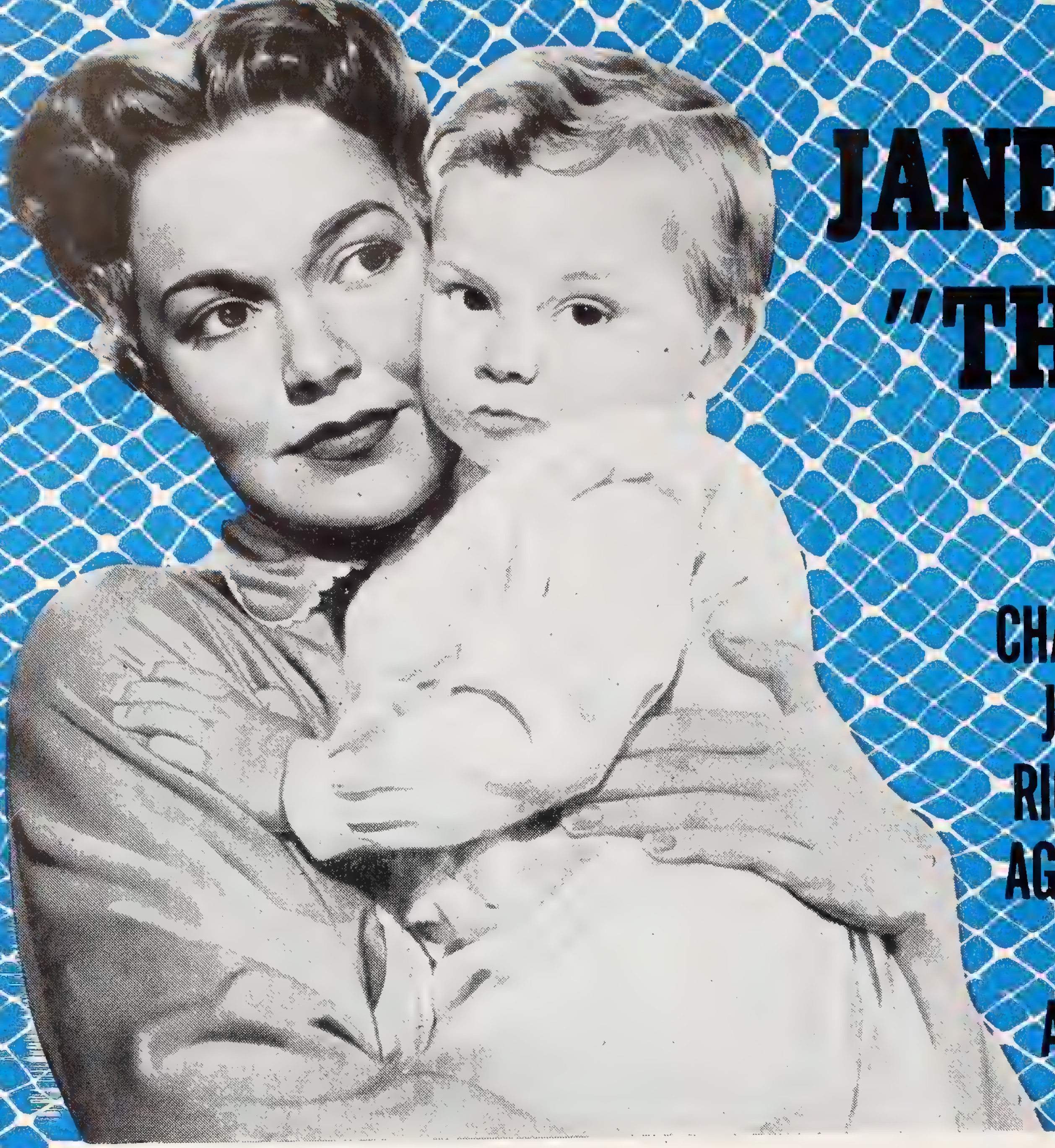
"RHUBARB" SET TO SNARL TRAFFIC AS SHUTTERBUGS SNAP HIM WITH FRIEND

New York's amateur photographers will vie to take a prize-winning shot of "Rhubarb," 14 pounds of millionaire tomcat and star of the Perlberg-Seaton comedy which has its World Premiere at the Globe Theatre, today.

Look for excitement on East 44th Street at the Peerless Camera Store from 5 to 7 this evening when Rhubarb and a lovely Conover model pose for the shutterbugs. Winning shot will be selected by patron-vote during Globe run.

Duplicate This Money Stunt With Locally Selected "Mr. Rhubarb"

WALD-KRASNA
presents



JANE WYMAN

in

"THE BLUE VEIL"

co-starring

CHARLES LAUGHTON
JOAN BLONDELL
RICHARD CARLSON
AGNES MOOREHEAD
DON TAYLOR
AUDREY TOTTER

TRADE SHOWINGS

ALBANY	Madison Theatre	Thurs.	9/6	8:30 P.M.
ATLANTA	Rialto Theatre	Thurs.	9/6	9:00 P.M.
BOSTON	Memorial Theatre	Wed.	9/5	8:10 P.M.
BUFFALO	Granada Theatre	Wed.	9/5	8:30 P.M.
CHARLOTTE	Manor Theatre	Wed.	9/5	9:00 P.M.
CHICAGO	Palace Theatre	Wed.	9/5	8:30 P.M.
CINCINNATI	Albee Theatre	Wed.	9/5	9:15 P.M.
CLEVELAND	Palace Theatre	Wed.	9/5	8:30 P.M.
DALLAS	Majestic Theatre	Wed.	9/5	6:00 P.M.
DENVER	Orpheum Theatre	Wed.	9/5	8:00 P.M.
DES MOINES	Orpheum Theatre	Thurs.	9/6	8:30 P.M.
DETROIT	Uptown Theatre	Wed.	9/5	8:30 P.M.
INDIANAPOLIS	Circle Theatre	Wed.	9/5	8:15 P.M.
KANSAS CITY	Missouri Theatre	Fri.	9/7	8:40 P.M.
LOS ANGELES	RKO Pantages Theatre	Wed.	9/5	8:30 P.M.
MEMPHIS	Malco Theatre	Wed.	9/5	8:30 P.M.
MILWAUKEE	Century Theatre	Wed.	9/5	8:30 P.M.
MINNEAPOLIS	Orpheum Theatre	Wed.	9/5	8:45 P.M.
NEW HAVEN	Roger Sherman Theatre	Thurs.	9/6	8:00 P.M.
NEW ORLEANS	Orpheum Theatre	Wed.	9/5	8:30 P.M.
NEW YORK	Paris Theatre	Wed.	9/5	10:30 A.M.
OKLAHOMA CITY	Center Theatre	Wed.	9/5	8:30 P.M.
OMAHA	Brandies Theatre	Wed.	9/5	8:30 P.M.
PHILADELPHIA	Colonial Theatre	Wed.	9/5	8:30 P.M.
PITTSBURGH	Warner Theatre	Wed.	9/5	8:30 P.M.
PORTLAND	Paramount Thea.	Wed.	9/5	8:30 P.M.
ST. LOUIS	Ambassador Thea.	Wed.	9/5	8:00 P.M.
SALT LAKE CITY	Utah Theatre	Wed.	9/5	9:00 P.M.
SAN FRANCISCO	Golden Gate Theatre	Thurs.	9/6	8:30 P.M.
SEATTLE	Orpheum Theatre	Wed.	9/5	8:45 P.M.
SIOUX FALLS	Hollywood Thea.	Mon.	9/10	8:30 P.M.
WASHINGTON	Keith Theatre	Wed.	9/5	8:00 P.M.

Distributed by RKO RADIO PICTURES

Associate Producer: RAYMOND HAKIM • Produced by JERRY WALD and NORMAN KRASNA • Directed by CURTIS BERNHARDT
Screenplay by NORMAN CORWIN • Story by FRANCOIS CAMPAUX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 44 NEW YORK, U. S. A., FRIDAY, AUGUST 31, 1951 TEN CENTS

Assure 1952 Allotments, Warns N. P. A.

Equipment Firms Told Of Allocation Process

WASHINGTON, Aug. 30.—Some equipment manufacturers who have not filed applications with the National Production Authority for steel, copper and aluminum for the fourth quarter of this year may find they are out in the cold for 1952, according to NPA officials.

They said that some firms which got controlled materials allotments in the third quarter did not apply for the fourth quarter, presumably feeling they had enough steel, copper and aluminum from their third quarter allotments to carry them through the end of the year.

What these firms do not realize, NPA officials said, is that along with

(*Continued on page 3*)

Extra B'way Shows For the Holiday

The majority of Broadway first-run theatres, with the exception of the Warner Theatre, plan to run extra showings on Labor Day, while some will have extra showings over the three-day period for the expected increase in business.

The Roxy, which will charge a regular top holiday price of $1.50, will

(*Continued on page 6*)

Where That $2 for Video Ticket Goes

Albany, N. Y., Aug. 30—Fabian's Grand Theatre, which contemplates telecasting the Turpin - Robinson championship fight on Sept. 12, today took page advertisements in the sport pages of local newspapers to publicize the breakdown of the $2 which it will charge for all seats; it follows:

Regular admission, 54 cents.
Federal ticket tax, 33 cents.
Telephone line charge, 38 cents.
Fighters' and club's share, 75 cents.

New Order to Remove Controls from Nearly All Theatre Modernization

The effect of the National Production Authority's new order controlling construction, which supersedes Order M-4 on Oct. 1, will be to remove control from almost all theatre modernization, it is pointed out in the *Better Theatres* section of the new edition of *Motion Picture Herald,* which will be published today.

This is due to the fact that the remodeling of few theatres requires more than the amount of critical materials which are "self-authorized" by Order M-4A, while in many instances, perhaps most, no steel, copper or aluminum whatever would be needed.

Construction of new theatres, it is explained, remains prohibited without specific permission of the NPA principally because of the limitation of copper to less than 200 pounds, which is not enough for the electrical installation in any but an extremely small theatre.

Less Than 1% on Coast Are Reds, Says Congressman

HOLLYWOOD, Aug. 30.—Congressman Donald Jackson declared here today that it is unfair for anyone to brand Hollywood at large as Communistically-inclined, because less than one per cent of its personnel has been identified by the Committee as involved in Communistic activity. He added that the Communist Party has derived from 8 to 10,000,000 dollars from Hollywood persons in party dues and gifts.

The House Un-American Activities Committee expects "about one in seven" of approximately 30 Hollywood witnesses listed for its inquiry opening here Sept. 17 to answer the Committee's questions, Congressman Jackson, who will conduct the hearing, said tonight on a question-and-answer program televised by ABC-TV. He also said the Committee is considering voiding passports of sought witnesses who have left the country to evade questioning.

Stafford and Wehr Win QP Awards As 'Best Managers'

First winners of the Manager-of-the-Month Award to be presented regularly hereafter by *Better Theatres,* a section of *Motion Picture Herald,* are E. Y. Stafford, manager of E. M. Loew's Miami Drive-in, who won in the employee-manager division, for promotion and service, and Walter W. Wehr, in the owner-manager division, who won his award for a "panoramic" maskless picture.

The awards are to be made monthly to an employee-manager or an owner-manager, or both, for skill and enter-

(*Continued on page 6*)

Ind. Allied 'Plugs' RKO Fight Film

INDIANAPOLIS, Aug. 30.—The current membership bulletin of Allied Theatre Owners of Indiana, of which Trueman Rembusch is president, recommends exhibitor cooperation for the booking of RKO Radio's scheduled film of the Sugar Ray Robinson-Randy Turpin title bout in New York on Sept. 12.

"Attractions this strong on home TV hurt theatre box-offices in all areas where television is available, reportedly as much as 50 per cent in some sections," the bulletin reminds.

"We hope RKO Radio is successful in obtaining sufficient commitments to insure it against any financial loss

(*Continued on page 6*)

Walsh Selects Six Foundation Aides

A seven-man group of union representatives was appointed yesterday to a labor sub-committee of the Foundation of Motion Picture Pioneers' Fund Committee. The union leaders will coordinate the activities of labor in the promotion of the several events which the fund committee will sponsor in the coming months. Richard Walsh, of the IATSE, is chairman.

Named to the group yesterday by Walsh were: Bud Collier, AFRA; H. Dunn, AGFA; Herman Gelber, Local No. 306, Motion Picture Machine Operators; Sol Pernick, Local No. 1, Theatrical Protective Union; J. Reagan, Eastern Screen Actors Guild;

(*Continued on page 6*)

Business Rise Reflected in Tax Revenue

General Admission Taxes In June-July Up Sharply

WASHINGTON, Aug. 30.—General admission tax collections in July were up sharply over June, the Bureau of Internal Revenue revealed here today. July collections reflect June box-office business.

The June to July increase was, as a matter of fact, the largest for any year since record-breaking 1947. Moreover, a lag behind July, 1950, was the smallest for any 1951 month since February.

With the pick-up in the July collections, the total collections for the February-through-July period, reflecting box-office business in the first six months of this year, were off only about seven per cent from the figure for the comparable period last year.

(*Continued on page 3*)

Five-Cents-A-Seat For Dixie Drive

NEW ORLEANS, Aug. 30.— Some 1,500 theatre owners of Louisiana, Mississippi, Arkansas, Alabama and Florida voted today at a "Movietime U.S.A." organization meeting here to contribute five cents a seat for expenses for the drive in the New Orleans exchange territory. Drive-ins will contribute at the rate of 10 cents per loud-speaker.

The Dixie meeting, which was among the most enthusiastic yet held in the "Movietime" organization movement, was held at the Strand Thea-

(*Continued on page 6*)

'Movietime' Inspires Compo Dues Payment

Mounting enthusiasm among exhibitors throughout the country over the "Movietime U.S.A." campaign is being reflected even in payment of membership dues to the Council of Motion Picture Organizations.

Unsolicited checks aggregating $4,700 were received in the mail from two circuits yesterday, as the voluntary payments continue to mount.

Personal Mention

EDWARD CHEYFITZ, Motion Picture Association of America executive, is due in New York today from Washington.

•

A. L. SCHAFER, Paramount's studio director of still photography, is in critical condition at Puget Sound Naval Memorial Hospital, Bremerton, Wash., as the result of serious burns received from an explosion.

•

CHARLES SIMONELLI, Universal's Eastern advertising-publicity manager, accompanied by JEFF LIVINGSTON, Eastern advertising manager, will leave here over the weekend for Hollywood.

•

ERIC A. JOHNSTON, on leave from the Motion Picture Association of America to serve as U. S. Economic Stabilizer, will leave Washington tomorrow for a tour of Europe.

•

STANLEY SCHNEIDER, son of Columbia Pictures' vice-president, A. SCHNEIDER, and his wife announce the birth of a son at Women's Hospital here.

•

WILLIAM LYON, of M-G-M's studio publicity department, returned here yesterday from a cruise and will head for the Coast today.

•

NATE J. BLUMBERG, president of Universal Pictures, now is due in New York from the Coast on Sept. 11.

•

LEWIS BARNETT, of Barnett International Forwarders' Hollywood office, has arrived in New York.

•

MARY PICKFORD has returned here from a European trip and is scheduled to leave for the Coast shortly.

•

ROUBEN MAMOULIAN, producer, will arrive in New York from Hollywood on Sunday.

•

M. L. SIMONS, assistant to H. M. RICHEY of M-G-M, is on vacation.

Final UA Sales Meet At Weekend in N. Y.

Fourth and final meeting in a series of United Artists district managers conclaves will be held for Eastern managers over the weekend at the Waldorf-Astoria Hotel here.

Speakers will include William J. Heineman, UA distribution vice-president; Max E. Youngstein, vice-president and national director of advertising-publicity, and Bernard G. Kranze, executive assistant to Heineman, all of whom during the past week addressed sales parleys in Chicago, San Francisco and New Orleans.

No Paper Monday

***Motion Picture Daily* will not be published on Monday, Labor Day, a legal holiday.**

Tradewise . . .

By SHERWIN KANE

ANY exhibitor faced with television competition who has the mistaken notion that he can't afford to gamble on an advance booking of the RKO Radio picture of the September 12 middleweight championship fight between Sugar Ray Robinson and Randy Turpin is in the wrong business.

Odd as it may seem, there are quite a few such exhibitors. They have been so anxious to get a free ride that as of yesterday there was no certainty that this internationally outstanding sports attraction will be working for the industry, rather than against it, two weeks hence.

The free-riders are those who have been standing aside waiting for the other fellow to make the contracts and guaranties which will permit RKO Radio to clinch the fight for the industry by keeping it away from free home television sets.

The deadline is tomorrow. If the required minimum guaranties in exhibition contracts and cash advances are not on hand then, the International Boxing Club, sponsor of the fight, will be free to exercise its cancellation clause in the agreement giving the film rights to RKO Radio and the telecast rights to the television-equipped theatres.

Should that happen, it is a certainty that I.B.C. will turn around and sell the television rights (and radio) to the Pabst Blue Ribbon Beer - Columbia Broadcasting System team for free home and public consumption.

The free-riders among exhibitors then will have none but themselves to blame for half-empty theatres that previous experience has shown are inevitable on nights when attractions of the calibre of the Robinson-Turpin bout are on home television.

•

At stake, moreover, is not merely the single September 12 event.

A test, of which the Robinson-Turpin fight is but the first chapter, is under way to determine whether theatres can compete for such events with free home television.

Large screen theatre television is not the answer now and may not be for years. As of now it can bid no more than $25,000 to $40,000 for such events. Any sponsor of free TV can go higher without even stopping to figure.

The competition with home TV for such topflight sports events is made possible solely by the film rights. The exhibitor and the exhibitor alone can make possible by his support bids substantial enough to guaranty such rights to theatres.

In the present instance the exhibitor's risk is almost nonexistent. If the fight is an exciting one, as can reasonably be expected, he will have in the RKO Radio film of it an outstanding box-office attraction.

If the fight is short on action or disappointing in other ways, he still will have prevented for himself a near-empty house on the night of Sept. 12 and also will have a good 20-minute picture for his screen. To insure the latter, RKO Radio is making a production of it. There will be 14 cameras shooting from all conceivable angles to catch every bit of dramatic action which occurs. Additional attraction insurance will be provided by scenes shot at the contestants' training camps and at the ringside the night of the fight.

No matter what happens, there will be a 20-minute picture that the exhibitor and his audiences will find interesting.

If exhibitors, through their own selfishness or indifference, permit this opportunity to do battle with their stiffest competition in years — TV — to be lost by default, who is there to say they do not deserve the damage their adversary can do to them in the future?

• •

Life magazine proved its bias against the industry by the handling of the protest mail it received concerning its August 13 article claiming films and theatres were being bested by television. By its own admission, the article drew more correspondence than anything *Life* had published in a long time. No only was no mention made of that by the publication but only five letters, all excised, were published — two of them unfavorable to the industry, one of no help. To that was added an editorial note repeating some of *Life*'s original canards about the industry.

Admission Tax Bill Goes to Senate Unit

Washington, Aug. 30.—The Senate Finance Committee is expected to vote tomorrow on the House tax bill provision exempting non-profit events from the 20 per cent admission tax.

Also up for a vote tomorrow are House provisions lifting the tax on motion picture theatre passes, basing the tax on reduced price admissions on the price actually charged and ending the excise tax on raw stock and equipment used in the industry.

Sneak Previews for 'Veil' and 'Behave'

"The Blue Veil" and "Behave Yourself!" two RKO Pictures releases by Jerry Wald and Norman Krasna, will have sneak previews for exhibitors early next month throughout the country, Robert Mochrie, sales vice-president announced yesterday.

The showings, with the exception of New York, will be in theatres in the evening, and seats will be reserved for exhibitors attending. There will be no screenings of either picture in projection rooms.

Charnas Disposes Of His Four Theatres

TOLEDO, O., Aug. 30.—All of Nat Charnas' Toledo theatres, comprising the Avalon, Lyric and Mystic, have been sold to Marvin Harris, former manager of the Paramount here. The Bijou, another Charnas house, is being dismantled and will be converted to other uses. Charnas, a pioneer exhibitor here, intends to move to California.

Robert Walker Services

HOLLYWOOD, Aug. 30. — Robert Walker's funeral will be held here on Saturday afternoon at the Church of the Recessional, Forest Lawn.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYDE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Allotments

(*Continued from page* 1)

the fourth quarter allotment NPA is allocating advance minimum allotments for the first three quarters of 1952 so that consumers can place orders and get on the books of mills before their production is completely taken up. These NPA officials fear that these firms will find later that even though they get allotments from the NPA they will have difficulty actually placing orders with mills.

Under the NPA System

Under the NPA system, the manufacturers get minimum advance allotments now for the first three quarters of next year, and then, as each quarter approaches, file another application for additional allotments are needed. The advance allotments are to smooth out the ordering process, the NPA spokesmen said.

Some manufacturers of theatre equipment, however, can come under the "smaller user" classification which enables them to order the critical metals without applying for CMP allocations. This probably accounts, it is suggested in the trade, for fewer than the expected applications.

Navy Gives Brushoff To Marks' Protest

WASHINGTON, Aug. 30.— The navy has given a quick brush-off to the protest of the Fair Television Practices Committee against theatre Televising of Navy football games this fall.

A letter from Vice-Admiral H. W. Hill, Naval Academy superintendent, to FTPC chairman Jerome W. Marks pointed out that the Naval Academy athletic program is not supported by public funds but rather by the Naval Academy Athletic Association, which gets its income from admissions, radio rights, program sales and similar sources. Moreover, Hill said "the association is a contributing member of the National Collegiate Athletic Association and as such accepted the NC AA restrictions on televising 1951 football games to determine the effect of television on income. He pointed out that one home game will be on "live" black-and-white television; all home games will be on "live" color TV; there will be post game films of all home games shown on Sunday afternoons over CBS. Additional home games wil be televised "live" to theatres, and, finally, there will be highlight films on a mid-week TV show.

"We believe," Hill wrote, "That the above program undoubtedly allows more showing of Navy football games than will be available from most other colleges and universities."

$24-Million Radio, TV Time for ABC

Forty-six advertisers have purchased $24,131,000 in radio and television network time for the coming fall and winter season from American Broadcasting Co., it was announced here. The programs will begin during the next seven weeks.

Some $17,323,000 of this has been placed with the radio network and $6,808,000 with the television division. Three fourths of the accounts represent new business, the balance renewals.

Review

"Obsessed"

(*Gartside—United Artists*)

THE STORY of two lovers whose clandestine affair is free to come into the open following the death of the man's wife is given a routine melodramatic treatment in this British importation. There are certain good mystery elements at the core of the plot, but the story developed around it is lacking in luster or excitement.

David Farrar and Geraldine Fitzgerald portray the couple who prepare to marry following the death of the former's wife. However, it develops that the widow did not die of natural causes but was poisoned. Thus Roland Culver of Scotland Yard enters the scene and embarks upon some clever sleuthing. The evil spirit motivating treachery and suspicion is the bitter housemaid of the deceased. As the story proceeds Miss Fitzgerald begins to suspect Farrar of the poisoning while Farrar entertains the thought that Miss Fitzgerald was responsible. Thus they bicker while the maid snickers and the inspector dickers.

In time the inspector comes up with the uncanny solution to the crime and thus paves the way for the lovers to face life anew. Ernest Gartside produced and Maurice Elvey directed, from the screenplay by Charles Frank and David Evans.

Running time, 77 minutes. General audience classification. Release date, Sept. 7.

MANDEL HERBSTMAN

Film Production in UK Down to 125

LONDON, Aug. 30. — In the year ended March 31 last, 125 British films were registered with the Board of Trade against 131 for the previous year and 120 for 1948-49, the annual report of the British Film Producers Association states. First-feature films totaled 76, compared with 31 and 71, respectively, for the two preceding years.

The production record, BFPA states, "reflects the difficulties of an industry operating under conditions of severe competition in its home market and a heavy burden of taxation, and competing overseas with other film-producing countries, most of which enjoy a large measure of financial aid."

Successive reductions in the exhibitors' quota, now standing at 30 per cent, are described as a great disappointment to the primary producer. Exhibitor defaults under the quota are matters of considerable concern to the BFPA, it states.

The report says British films are now firmly established overseas and in Japan are probably earning as much as in the rest of the Far Eastern territories put together.

Bennett Heads RCA Equipment Sales

CAMDEN, N. J., Aug. 30.—Martin F. Bennett, RCA theatre sales representative in the Eastern region, has been named sales manager of the theatre equipment sales section of the RCA engineering products department.

Bennett succeeds J. F. O'Brien, recently promoted to the post of sales manager of RCA's theatre, visual and sound section.

Prior to joining RCA in 1946, Bennett served for 14 years with Warner Brothers Theatres as supervisor of sound projection in the New York area.

New House for Skyway

BUFFALO, Aug. 30.—William Brett and William P. Rosenow, executives of Skyway Drive-in Theatres, Inc., have taken over the management of the Kenmore Theatre here.

Need for Writers In France Cited

A major problem of motion picture production in France is the lack of abundant fresh native writing talent, according to Henri Diamant-Berger, French producer-director who arrived here yesterday by plane from Paris to complete plans for his joint film production, "The Amazing Monsieur Fabre."

The producer explained that in the film writing field in France there is not the same relative stability of employment as in the United States, France lacking major film companies which offer writers steady employment and the nourishment of possible latent film talent.

Interviewed at a trade press luncheon here, attended by the American co-producer, Walter Futter, and Jack Kirkland, who wrote the screenplay, Diamant-Berger said that "The Amazing Monsieur Fabre," will be released in French and English.

Controls on Chemical For Safety Stock

WASHINGTON, Aug. 30.—The National Production Authority has brought under 100 per cent government allocation supplies of methylene chloride, key ingredient in making safety film.

NPA said allocation was necessary because the chemical is in such short supply that it has not been getting to the right places at the right time, threatening delays in some key defense programs.

From now on, producers of methylene chloride will have to apply to NPA for permission to ship the chemical, and the purchaser will have to apply for permission to buy. Ordinarily purchasers must file their applications by the 15th day of the month before the proposed delivery month and the producer must file his application to sell by the 20th of the month preceding.

Starr in Editorial Post

Movie Time, new pocket-sized monthly, has appointed WINS film commentator Martin Starr as contributing editor. The publication will make its first appearance on newsstands today.

Tax Revenue

(*Continued from page* 1)

The Bureau reported that general admission tax collections in July amounted to $28,620,413, compared with $29,247,204 last July. However, the July figure was more than $3,100,000 better than the $25,516,809 collected in June. Last year, the June-July pick-up was only about $600,000. In 1949, there was a drop of almost $2,000,000 in this period. In 1948, the pick-up was about $1,400,000.

Total Collections for Period

Total collections for the February-July period amounted to $158,194,566, compared with $169,830,185 for the comparable period in 1950 and $177,492,734 for the comparable 1949 months.

The general admission tax figures include taxes on admissions to sports events, concerts, legitimate theatre and other spectator events as well as to motion picture theatres. They do not, however, include collections on roof garden and cabaret bills or on various overcharges and leases. Total admission tax collections in July amounted to $32,454,427, compared with $32,491,681 in July 1950.

Solons Uncommitted On Tax Exemptions

Senator Herbert H. Lehman will await the Senate Finance Committee's report on the pending revenue bill before coming to any final decision on the stand he will take with respect to the section exempting a wide variety of entertainment enterprises—but not commercial film shows—from the Federal amusement tax.

Letter to Rugoff

In a letter to Edward N. Rugoff, president of the Metropolitan Motion Picture Theatres Association, Lehman explained his position in those terms, and indicated that he had received many communications from exhibitors in support of Rugoff's view, namely, that the exemptions must not prevail.

In a recent letter to Rugoff, Senator Irving M. Ives who, like Lehman represents New York State, stated that he found the MMPTA president's arguments against the exemptions "helpful in enabling me better to understand the problems with which you are faced where the section in question is concerned."

Berle May Fall Short

CHICAGO, Aug. 30.—Milton Berle, opening here at the Chicago Theatre tomorrow, probably will fall short of the house record of $119,000 for a week set by Martin and Lewis recently, because of the length of the bill, which will limit him to doing 6 shows a day. The screen attraction for the week will be "Rich, Young and Pretty," and TV's Dagmar will appear on the stage with Berle.

$15,000 'River' Advance

Advance sale for Jean Renoir's "The River," the Kenneth McEldowney Technicolor production which will have its world premiere at the Paris Theatre here on Sept. 10 on a two-a-day policy, has reached $15,000, it was reported here yesterday by William J. Heineman, United Artists distribution vice-president.

WATCH THE RACE

RKO's New-Season G
Out For Top B
In Terrific O
and H

FLYING LEATHERNECKS

Color by TECHNICOLOR!

● **Hit of Hits in Chicago (Woods) ...In Cleveland, Dallas, Kansas City, Albany . . . Booked as the big LABOR DAY ATTRACTION in Boston, Philadelphia (Randolph), New Orleans, Washington, Baltimore and a score of other key spots!**

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN in
"FLYING LEATHERNECKS"
An EDMUND GRAINGER Production
with DON TAYLOR • JANIS CARTER
JAY C. FLIPPEN • WILLIAM HARRIGAN
Directed by NICHOLAS RAY • Produced by EDMUND GRAINGER
Color by TECHNICOLOR
Screenplay by JAMES EDWARD GRANT

FOR RECORDS!!

Giants Battle It
Boxoffice Honors
Openings
Holdovers!

HIS KIND OF WOMAN

● Top money for the Roosevelt, Chicago . . . In Philadelphia (Goldman), New Haven, Houston ...Opening this week and next in key runs throughout the country . . . HOLIDAY ATTRACTION AT THE NEW YORK PARAMOUNT BEGINNING AUGUST 29th!

RKO RADIO PICTURES

HOWARD HUGHES presents
ROBERT MITCHUM • JANE RUSSELL
in "HIS KIND OF WOMAN"
A John Farrow Production
with VINCENT PRICE • TIM HOLT • CHARLES McGRAW
Produced by ROBERT SPARKS • Directed by JOHN FARROW
Written by FRANK FENTON and JACK LEONARD

QP Awards

(*Continued from page* 1)

prise in institutional advertising, theatre housekeeping, public relations, equipment and building maintenance and any other comparable aspect of the motion picture theatre.

Besides the "Manager-of-the-Month Awards," those submitting evidence of skill and enterprise meriting honorable mention, will receive "Citation" certificates.

Incidentally, awards of any particular month are not necessarily made for candidacies entered during that month. They are determined by the character of effort without reference to the time submitted.

It is not necessary that a manager enter an exhibit on his own behalf. Another person—including a theatre supply dealer or a manufacturer—may do so for him, with adequate authentication; or another person may merely nominate a manager.

Exhibits should be addressed to *Better Theatres* Manager-of-the-Month Award, Quigley Publications, Rockefeller Center, New York 20, N. Y.

O'Donnell, Mayer Ride in Each Other's Lap to Make N. O. 'Movietime' Meet

New Orleans, Aug. 30.—R. J. O'Donnell, national director of the "Movietime U.S.A." campaign, and Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, arrived here from Jacksonville, Fla., today in a two-seater plane in which they were obliged to alternate sitting in each other's laps in the single passenger's seat.

There had been a mix-up in their plane reservations at Jacksonville and they found there were no seats for them on the only regular flight which would get them here in time for the local "Movietime" meeting today. Accordingly, they chartered the two-seater, the only plane available.

O'Donnell, Mayer and Robert Coyne also were halted in Indianapolis recently when storms grounded planes out of there for Cincinnati, where they were scheduled to appear at another "Movietime" meeting. They hired an automobile and made the trip on time for the meeting.

Authorizes TV Tower

BOSTON, Aug. 30.—Governor Paul A. Dever of Massachusetts has signed into law legislation authorizing construction of a TV transmitting tower on the top of Mount Greylock near North Adams in the Northwest corner of the state. It will be erected by the Mount Greylock Commission.

YOU SHOULD SEE WHAT HAPPENS TO
FARLEY GRANGER
ALL BECAUSE OF
SHELLEY WINTERS
IN BEHAVE YOURSELF!
—AND WHAT HAPPENS TO ME SHOULDN'T HAPPEN TO A MAN!

A
JERRY WALD · NORMAN KRASNA
PRESENTATION
with WILLIAM DEMAREST · FRANCIS L. SULLIVAN
MARGALO GILLMORE · LON CHANEY and "ARCHIE," The Dog
Screenplay and Direction by GEORGE BECK
Distributed by RKO RADIO

TRADE SHOWINGS
NEW YORK
FRI., SEPT. 7, 10:30 A. M.
PARIS THEATRE
4 West 58th St.
LOS ANGELES
FRI., SEPT. 7, 8:30 P. M.
PANTAGES THEATRE
HOLLYWOOD

Minneapolis Favors Full-time Promotion

MINNEAPOLIS, Aug. 30.—North Central Allied is progressing with the organization of its participation in "Movietime, U. S. A.," Stanley Kane, executive counsel of NCA and executive secretary of the local drive committee, having been authorized to engage a full-time secretary for the drive and set up headquarters in the office of E. R. Ruben's Welworth Circuit.

Meanwhile, plans to extend "Movietime" from two months to a full year, as announced by national chairman R. J. O'Donnell, meet with the complete approval of area exhibitors, according to Kane.

"The year around drive is in line with the thinking of the Minneapolis drive leaders," Kane said, adding that "a continuing plan seems to have much greater value in various ways than a lone shot in the arm."

Changes announced in committees include the addition of Harry Green as chairman of the advertising and publicity committee; Frank Hallowell replacing Burr Klein in North Dakota; Dan Peterson, Mike Guttman and H. A. Hanson being added to the South Dakota group; John Reade being an additional member of the St. Paul committee, and Lester Rees and T. E. Mortensen named new members of the ad-publicity group.

Kassell, Stein Aides On Chi. 'Movietime'

CHICAGO, Aug. 30. — Norman E. Kassell and Lawrence S. Stein, both of the Stein-Kassel Advertising Agency, have been retained by the "Movietime U.S.A., Illinois" committee headed by Jack Kirsch and John Balaban to coordinate the publicity activities of the box-office promotion drive for the Chicago exchange area.

Cincinnati Upswing

CINCINNATI, Aug. 30.—Further evidence of the upturn in theatre business here, both present and anticipated, is found in the resumption to full-time operation of the suburban Vogue, a unit of Mid-States Theatres, heretofore open on weekends only. The same policy has been inaugurated at the Elite at Dayton, operated by Al Kinsler, while Fred Krimm's Wesda Theatre there has reopened after being dark for several months.

'Movietime'

(*Continued from page* 1)

tre. Speakers were Robert J. O'Donnell, national campaign director and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations. Levere Montgomery, general chairman of the campaign in the territory presided.

O'Donnell emphasized that the "Movietime" campaign is a grass roots movement and that its success rests entirely on the amount of enthusiasm with which it is supported by exhibitors.

Montgomery, General Chairman

In addition to the appointment of Montgomery as general chairman, the exhibitors elected the following campaign officers and committee chairmen:

Secretary, Louis Boyer; treasurer, F. G. Plat; co-ordinators, Abe Berenson and Hank Plitt; advisory committee chairman, N. L. Carter; executive committee chairman, C. J. Briant; financial committee chairman, Joy N. Houck; advertising-publicity chairman, Maurice Barr: radio, Harold Wheelihan; arrangements, George Pabst.

Extra B'way Shows

(*Continued from page* 1)

put on one extra show each of the three days with doors opening at 9:30 A.M. Labor Day and closing at 12:30 A.M. The theatre will open at 10:30 Saturday and 12 noon on Sunday, closing at 1:30 A.M.

Radio City Music Hall will also boost its prices Monday to regular holiday admissions of a top $1.50 for unreserved seats with its doors opening at 7:45 for an extra performance.

A similar policy of boosting prices to the regular holiday top of $1.80 on Labor Day will be followed by the Capitol, which will have one extra showing for the holiday, boosting the number of performances to seven.

On Labor Day, Paramount will have one extra showing and will boost admission prices to the holiday top of $1.50, while the Warner will maintain its regular schedule over the weekend with a holiday top of $1.25 for Monday.

'Plugs' Fight Film

(*Continued from page* 1)

because undoubtedly the combination of revenue from theatre TV and RKO's film rights has kept this attraction out of the hands of sponsors for home television."

Walsh Selects Six

(*Continued from page* 1)

Sam Suber, Local No. 802, Musicians Union of New York.

Set SWG Fete for Feb. 12

HOLLYWOOD, Aug. 30.—The Screen Writers Guild has scheduled its annual awards banquet for Feb. 12.

The CHARLOTTE Trade Showing of "THE BLUE VEIL" will be held at the MANOR THEATRE, at 9:00 P.M., Friday, Sept. 7, and not on Wednesday, Sept. 5, as previously advertised.

RKO RADIO PICTURES, Inc.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 45 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 4, 1951 TEN CENTS

Non-profit Tax Bill Cut by Senate Group

House Provision Not Out Totally, But Narrowed

WASHINGTON, Sept. 3. — The Senate Finance Committee has given exhibitors a major victory in their fight against the House tax bill provision lifting the admissions tax on entertainments by non-profit groups. It did not completely throw out the provision, but it did greatly narrow it.

While the final language of the Senate provision bill is to be drawn up, according to staff officials here's what it does: it would keep the admissions tax on all motion picture showings by non-profit groups, even religious, education and charitable ones, and would also keep the tax on all entertainment of any type given in a motion picture theatre; it would keep the tax on cooperative and community-

(*Continued on page 3*)

FCC Consolidates UPT-ABC Merger, Trust Hearings

WASHINGTON, Sept. 3.—The Federal Communications Commission has disclosed that in addition to the public hearings it will hold on the proposed merger between United Paramount Theatres and American Broadcasting Co., it will consolidate them with hearings announced earlier on the broad question of anti-trust violations by Paramount Pictures.

No date has been set for the consolidated hearings. However, the fact that the merger application has been consolidated with the very complicated

(*Continued on page 3*)

UA Completes Last Of Sales Meets

William J. Heineman, United Artists sales vice-president, Max E. Youngstein, vice-president and director of advertising-publicity, and Bernard G. Kranze, executive assistant to Heineman, completed the last in a se-

(*Continued on page 3*)

Close Thurs. Here for Big Jubilee Rally

Led by top executives, virtual 100 per cent attendance by various sections of the industry here has been pledged for Thursday morning's meeting at the RKO 58th Street Theatre to kick-off the Greater New York campaign of "Movietime U.S.A."

A half holiday for home office and film exchange personnel for most companies and theatres on that day has been set, announced the Organization of the Motion Picture Industry of the City of New York. The meeting, where detailed local "Movietime" plans will be revealed, will begin at 9:30 A.M. and will feature as speakers, Robert J. O'Donnell, national "Movietime" director, Arthur L. Mayer, executive director of the Council of Motion Picture Organizations, and Rev. Bill Alexander of Oklahoma, who is also an exhibitor.

Shown for the first time at the rally will be the "Movietime U.S.A." accessories prepared by National Screen

(*Continued on page 2*)

Briskin Announces Compo Tour Names

HOLLYWOOD, Sept. 3.—Samuel J. Briskin, Hollywood "Movietime" head, has announced here the names of those actors, producers, directors and writers who are the first volunteers to join the big "Movietime" kick-off on October 8 in the 48 state Capitols.

The actors named are as follows: Dana Andrews, Roscoe Ates, Ward Bond, Billie Burke, Spring Byington, Joseph Calleia, Macdonald Carey, Charles Coburn,

(*Continued on page 2*)

TITLE BOUT SAVED FROM HOME VIDEO

RKO Meets Deadline; Robinson-Turpin Rights' Deal Now A Firm One

Film and theatre television rights to the Sugar Ray Robinson-Randy Turpin middleweight championship fight at the Polo Grounds here on Sept. 12, which had been in doubt up to the deadline for confirmation of the deal last Saturday, were assured for the industry over the weekend.

The deal, giving RKO Radio motion picture rights to the internationally anticipated bout and, at the same time, keeping the telecast of the fight off of home television and making it available for theatre television outside New York, became a firm one on Friday.

Robert Mochrie, RKO Radio vice-president and general sales manager, posted the required guaranties, backed by exhibition contracts for the 20-minute film of the fight which it will make, with officials of the Interna-

(*Continued on page 2*)

Allied Extends Its Protests vs. Terms ForCampaignDates

Allied States' questioning of sales terms being asked for current and forthcoming top attractions in relation to the industry's "Movietime U.S.A." campaign appears to be taking on national proportions.

Charles Niles, Anamosa, Ia., treasurer of national Allied, now has taken up the matter, which first came to industry attention last week through a membership bulletin of Independent Theatre Owners of Ohio. In that bulletin, Leo Jones of Upper Sandusky, O., posed questions about the ability of independent exhibitors to buy top attractions for the "Movietime" campaign period at the terms being asked by distributors for some of them. The same bulletin carried

(*Continued on page 3*)

Hit Rumor of Phila. 'Movietime' Split

PHILADELPHIA, Sept. 3. — Rumors of a split in Philadelphia exhibitor ranks over cooperation with the Council of Motion Picture Organizations' national "Movietime" campaign were denied here today by Albert M. Cohen, who chairmaned the greater Philadelphia exhibitors meeting recently at which it was decided to conduct the box office drive in the Phila-

(*Continued on page 2*)

NLRB Gives Paramount 30 Days to Hold an Election

WASHINGTON, Sept. 3.—A three-man National Labor Relations Board panel has ordered elections within 30 days among advertising, publicity and other "white collar" workers in three Paramount offices in New York to determine whether the workers are to be represented by the International Alliance of Theatrical Stage Employes, the Distributive, Processing and Office Workers of America, or neither.

The offices affected are Para-

(*Continued on page 3*)

DPOWA at Loew's Has Competitor

A third union has petitioned the National Labor Relations Board here for a place on the ballot when an election is set to determine the collective bargaining agents to represent the publicists and "white collar" workers at Loew's home office. The union is AFL's Sign, Pictorial and Display

(*Continued on page 3*)

UA Answers Gov't With Claim It Aids Competition

United Artists and Universal filed in U. S. District Court here at the weekend general denials of the Department of Justice's allegations that they have "common officers, directors or agents" with other motion picture companies, and UA at the same time contradicted the government's additional allegation that competition has been restrained with that company's acquisition of Eagle Lion Classics' assets.

Answering the "show cause" order which the Department obtained July

(*Continued on page 3*)

CrusadeforFreedom Opens Campaign

The Crusade for Freedom campaign to enroll 25,000,000 members and to raise $3,500,000 opened here yesterday. The funds will be used to expand the facilities of Radio Free Europe, which is conducting daily broad-

(*Continued on page 3*)

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, is expected to return here from Europe by plane today.

•

MRS. TESS WILLIAMS, press editor of *Seventeen* magazine, returned to New York yesterday from the Coast.

•

LINDA DARNELL, accompanied by DAVID E. ROSE, producer, left New York over the weekend for London.

•

WILLIAM MUSSMAN, Paramount's Minneapolis city sales manager, is confined to Swedish Hospital there following a slight stroke.

Mirisch, Schneider Buy Film Stocks

WASHINGTON, Sept. 3.—The Securities and Exchange Commission's current report on trading by film company officers and directors shows that Harold J. Mirisch had boosted his holdings of Monogram common from 200 shares at the beginning of 1951 to 1,200 shares at the end of May. He reported buying 200 in February, 600 in April and 400 in May. John G. Eidell reported selling 1,000 shares of Universal common in April, dropping his holdings to 5,475 shares.

Abraham Schneider bought 100 shares of Columbia common early in August, boosting his holdings to 7,866 shares, plus warrants for another 12,500 shares. Frederick R. Ryan in July acquired 176 shares of capital stock of Associated Motion Picture Industries, bringing his total to 676 shares.

Haines Holds WB Midwest Meeting

CHICAGO, Sept. 3. — Roy Haines, Warner Brothers Western division sales manager, wound up a two-day meeting of the company's Midwest district at the Blackstone Hotel here over the weekend.

Attending were district manager Harry Seed and branch managers A. J. Shumow, Chicago; Joseph Baringhaus, Detroit; Nat Marcus, Milwaukee and Art Anderson, Minneapolis.

Nathanson Resigns Paramount Post

Mort Nathanson, publicity manager of Paramount Pictures, has tendered his resignation, effective Sept. 14, it was announced by Jerry Pickman, director of advertising-publicity.

Nathanson joined Paramount in 1947 at the time of the company's acquisition of Liberty Films. He was publicity director of that company.

It is understood that Nathanson will be succeeded by Herb Steinberg, presently a Paramount home office publicist.

Title Bout Rights Saved

(*Continued from page* 1)

tional Boxing Club, thus assuring exhibition of an attraction calculated to draw business to box-offices, rather than deprive them of it by having this outstanding sports attraction offered free to home television viewers.

I. B. C. officials had specified that motion picture and theatre television rights to the bout would have to guarantee a financial return equal to the approximately $325,000 offered by the Pabst Brewing Co. to sponsor the fight for free home television.

With theatre television capable of producing no more than $25,000 to $40,000 of that amount, the burden of raising the approximately $300,000 balance fell upon advance sales by RKO Radio of the motion picture of the fight. The company was given until last Saturday to do the sales job and raise the advances.

Meanwhile, the I. B. C. was privileged, through a cancellation clause in the agreement, to withdraw the film and theatre television rights if the minimum guarantees had not been met by last Saturday, and to sell them instead to free home television.

One report, unverified, was that RKO Radio had not quite succeeded in closing the minimum number of exhibition contracts needed to meet the guarantees just prior to the deadline, and had itself made up the difference, rather than see the attraction lost to the industry and itself and used against theatres.

Mochrie previously had enthusiastically praised heads of large circuits, exhibitor leaders and other alert showmen for their unquestioning support of the fight picture from the very outset.

The arrangement is widely regarded as the only realistic one by which theatres can compete for such outstanding sports events with free home television. If the Robinson-Turpin experience proves successful for all concerned, it will establish the pattern for future deals for sports events of equal or greater popularity which, if offered on free home television, would virtually kill theatre business for the time they were telecast.

COMPO Tour Names

(*Continued from page* 1)

Broderick Crawford, Nancy Davis, Bette Davis, Gary Merrill, William Demarest, Billy De Wolfe, Dan Duryea, Mel Ferrer, Mona Freeman, Reginald Gardiner, Katherine Grayson, Paul Harvey, William Holden, William Lundigan, Frank Lovejoy, Dorothy Lamour, Viveca Lindfors, John Lund, Joyce McKenzie, Virginia Mayo, Michael O'Shea, Monica Lewis, Roddy McDowell, George Murphy, Dennis O'Keefe, Debra Paget, Gregory Peck, Walter Pidgeon, Ronald Reagan, Donna Reed, Sheila Ryan, Charles Starrett, Craig Stevens, Barry Sullivan, Regis Toomey, Forrest Tucker, Raymond Walburn, Richard Widmark and Chill Wills.

The producers are:

Irving Asher, Robert Bassler, Brian Foy, Arthur Hornblow, George Jessel, Edwin Knopf, Jesse L. Lasky, Charles Lesser, William Perlberg, Sol Siegel, Robert Fisk, Anthony Vieller, Walter Wanger, Carey Wilson, Sam Zimbalist.

The directors are:

Edward Bernds, Frank Capra, Delmer Daves, C. B. De Mille, Henry King, Leo McCarey, George Marshall, George Sidney, George Stevens, King Vidor.

The writers are:

Sy Bartlett, Richard Breen, Charles Brackett, Oscar Brodney, Valentine Davies, Helen Deutsch, Irwin Gielgud, Ivan Goff, Howard J. Green, Edmund Hartmann, F. Hugh Herbert, Virginia Kellog, John Larkin, Emmett Lavery, William Ludwig, Mary Z. McCall Jr., Richard Murphy, Sloan Nibley, Frank Nugent, Allen Rivkin, George Seaton, Leonard Spiegelglass, Karl Tanberg.

Phila. 'Jubilee'

(*Continued from page* 1)

delphia area independently of the COMPO campaign.

A delegation consisting of Cohen, Paul Kleiman, chairman of the local drive, and Sydney Samuelson, head of Eastern Pennsylvania Allied, will meet with Robert J. O'Donnell, chairman of the national campaign in New York, Tuesday to discuss cooperative measures. Cohen said, "We may each decide to join the COMPO drive." Any other developments, he stated, will have to await the results of the meeting with COMPO officials.

New York 'Jubilee'

(*Continued from page* 1)

Service, also press books, exploitation material and displays.

The following executives will lead company delegations:

COLUMBIA: Jack Cohn, Abe Montague and Art Schmidt.

M-G-M: Nicholas Schenck, William Rodgers, John Joseph, E. M. Saunders, Charles Reagan, John Byrne, H. M. Richey, M. L. Simmons and Louis Allerhand.

PARAMOUNT: Barney Balaban, Al Schwalberg, E. K. O'Shea, Hugh Owen and Jerry Pickman.

RKO PICTURES: Ned Depinet and Robert Mochrie.

RKO THEATRES: Sol Schwartz, Harry Mandel and William Howard.

TWENTIETH CENTURY-FOX: Spyros P. Skouras, William Gehring, Al Lichtman, Edward Aaron, Arthur Silverstone, Jonas Rosenfeld, Rodney Bush and Charles Einfeld.

UNITED ARTISTS: William Heineman, Bernard Kranze, Max Youngstein, Francis Winkus, Al Tamarin, Nat Nathanson and Edward Mullen.

UNIVERSAL: John O'Connor, Charles Feldman, Maurice Bergman and Phil Gerard.

WARNER BROTHERS: Harry Goldberg, Harry Kalmine, Lou Kauffman, Frank Marshall and Zeb Epstein.

Union representatives will include Richard Walsh, Herman Gelber, Sol Pernick, Thomas Murtha and Jerry Chaiken.

Delegates from advertising agencies are also due to attend, E. J. Churchill, John Hertz, Jr. and Monroe Greenthal being among the first to respond.

Among independent theatre owners and circuit executives who have announced their intention of attending are Edward Rugoff, Harry Brandt, Max A. Cohen, Robert Weitman, David Weinstock, Leo Brecher, Joseph Seider, Fred Schwartz, Julius Joelson, David T. Katz, Sam Rinzler, Sam Rosen and Sol Strassberg.

Radio City Music Hall will be represented by Russel Downing, Jack Daily, Charles Hacker and Sidney Goldman.

Newsreel company executives who are expected to attend are A. J. Richard, Walton Ament, Edmund Reek, M. D. Clofine, and Thomas Mead. A large representation from National Screen will be headed by Herman Robbins and George Dembow. In addition, key executives representing independent exchanges, the foreign film field, concessionaires and theatre supply companies have accepted invitations.

The chairmen have also been assured of a large representation from New Jersey, headed by Wilbur Snaper and Maurice Miller.

Newsreel Parade

THE renewed fighting in Korea and the Iran oil crisis are current newsreel highlights. Other items include fashions, sports and film premieres. Complete contents follow:

MOVIETONE NEWS, No. 71—Fighting flares in North Korea. Czech envoy gets cold reception here. Iran and England in oil deadlock. Macfadden, 83, parachutes into Hudson River. Fashions. Robinson and Turpin in training. Swimming, water skiing.

NEWS OF THE DAY, No. 201—Korea fighting flares as truce parley stalls. Macfadden parachutes into river at 83. Cool reception for Czech envoy. Getting ready for big prizefight. Water skiing. Amateur boxing contest.

PARAMOUNT NEWS, No. 4—Veterans parade in New York. Premiere of "Place in the Sun." Turpin and Robinson train for fight. Boy Scouts return from jamboree. Little League baseball. Macfadden parachutes into Hudson River.

TELENEWS DIGEST, No. 35-B—Czech envoy rebuked. War games. Korea road work. Veterans parade. Major Holohan funeral. Harriman in England. Yugoslavia's "Independence Day." Scouts return from jamboree. Pet training. Football.

UNIVERSAL NEWS, No. 487—Veterans parade in New York. Lumber yard fire in Philadelphia. Macfadden jumps from plane. Gov. Warren visits Japan. Turpin and Robinson train for bout. Amateur boxing contest. Water skiing.

WARNER PATHE NEWS, No. 6—Gen. Van Fleet readies front for Red stab. Fire in Philadelphia. U.S.—Israel sign treaty of friendship. Oklahoma hails "Jim Thorpe—All American." Czech envoy gets cold reception. Gov. Warren in Japan. Macfadden's jump. Football. Boxing.

Castle to Westside Post

SAN FRANCISCO, Sept. 3.—Albert H. Castle has been appointed to the newly-created position of assistant to the vice-president and general manager of Westside Theatres by L. S. Hamm, president.

A. L. (Whitey) Schafer

Paramount offices here reported the death of A. L. (Whitey) Schafer, 50, studio director of still photography, at the Puget Sound Naval Memorial Hospital, Bremerton, Wash., as the result of burns received in an explosion while on vacation. He joined Paramount in 1942.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON . AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYDE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Allied Protests

(*Continued from page* 1)

an enthusiastic endorsement of "Movietime" by Martin Smith, ITO of Ohio president.

Niles, in a telegram to R. J. O'Donnell, "Movietime" national director, which was made public in Anamosa, Ia., on Friday, asked whether O'Donnell or "someone" cannot "get the word to the big guns to call off the dogs and curtail their greed at least until 'Movietime U.S.A.' is over?"

Niles, too, endorses the "Movietime" campaign and assures O'Donnell of Allied's support, while complimenting him and Arthur Mayer on "the great job you are doing." Then he adds: "I hate to see all your work and efforts being destroyed at the grass roots by avarice."

"What better answer is there," Niles continues, "to that infamous article in *Life* than top pictures on every screen in the country with big audiences in attendance? But this is impossible if exhibitors are unable to negotiate for top pictures such as 'Here Comes the Groom,' 'That's My Boy' and 'Captain Horatio Hornblower.' In the case of 'David and Bathsheba' Fox is violating the law by fixing admission prices so that not only the exhibitor is being gouged but the public as well by upped admissions."

O'Donnell could not be reached for comment at the weekend but a Council of Motion Picture Organizations' spokesman said there was nothing COMPO could do about the Allied complaints of allegedly severe asking terms for their films.

"As Niles points out in his letter," the spokesman said, "film rentals are not within COMPO's province. They are a matter of negotiation between buyer and seller."

At 20th Century-Fox, E. W. Aaron, Western sales manager, denied Niles' charge that the company was "fixing admission prices" for "David and Bathsheba."

"The picture has been sold to only a few pre-release engagements," Aaron said, "and we regard the terms being asked for it as fair in relation to the unusual box-office strength of the attraction." He declined to reveal the terms being asked.

Spokesmen for Paramount and Warner said their companies had no official comment to make but observed that the pictures named in Niles' letter would be among the top business-winners for theatres this year. They, too, declined to reveal the terms being asked.

O'Donnell on Korea Unit

Robert J. O'Donnell, head of Interstate Circuit, has been made a member of the national committee of sponsors of American Relief for Korea.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
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National Theatre Supply Launches Sales Drive on 25th Anniversary

National Theatre Supply will launch its fall sales drive today with the celebration of its 25th anniversary which will be marked by observances in the company's 29 branch offices and a message from Walter E. Green, president. The theme of the sales campaign is "A Quarter Century of Service to Theatre Owners."

Members of the organization who have been with National for 25 years, in addition to Green, include: Oscar S. Oldknow, Los Angeles; A. T. Crawmer, Minneapolis; Louise Ferguson, Denver; N. C. Haefele, Baltimore; J. H. Kelley, Cincinnati; Bertha Kreinik, Buffalo; C. C. Lewis, Philadelphia; G. J. Libera and B. A. Benson, warehouse; F. J. Masek, Cleveland; J. J. Morgan, Denver; Marion Oviatt, Kansas City; O. A. Peterson, Minneapolis; M. B. Smith, Los Angeles; N. F. Williams, Pittsburgh.

Paramount Election

(*Continued from page* 1)

mount Pictures Corp., Paramount Film Distributing Corp. and Paramount International Films, Inc.

The case arose when the Motion Picture Home office employes Union, Local No. H-63 of the IATSE, asked to represent the workers in these offices. District No. 65 of the DPOWA, Local No. 20 of the Screen Employes Guild (an affiliate of District 65) and the United Office and Professional Workers of America intervened.

District 65 first asked that if elections were held, it appear on the ballot as District 65, Screen Employes Guild. Later it asked to appear as District 65, DPOWA. The three-man board panel, consisting of John M. Houston, James J. Reynolds, Jr., and Abe Murdock, said that because of this, and because IATSE admitted that District 65 is a bona-fide labor organization, they did not have to pass on IATSE's charges that Local 20 and UOPWA do not exist as independent entities and therefore could not be labor organizations under terms of the National Labor Relations Act.

FCC Consolidates

(*Continued from page* 1)

anti-trust hearings means that it will be many months, perhaps a year or more, before the Commission issues a final decision.

The action consolidating the merger question with the earlier hearings was adopted by a four-to-one vote by the Commission. Chairman Coy and Commissioners Walker, Hyde and Webster approved. Commissioner Hennock and Sterling took no part, and Commissioner Jones issued a bitter dissent.

Another AFL Union

(*Continued from page* 1)

Local No. 230, and its aim is to contest the jurisdiction of the Screen Publicists Guild (DPOWA, District No. 50).

In its petition, Local No. 230 claims to have organized Loew's home office publicists. The union is recognized as representing also the publicists at RKO Pictures home office.

The original petitioner for an election at Loew's home office was IATSE Motion Picture Home Office Employes Local No. H-63 (AFL) which for a number of years has been campaigning against Screen Office and Professional Employes Guild and its successor, District No. 50 of DPOWA.

UA Answers Gov't

(*Continued from page* 1)

27 from the three-judge Statutory Court here, UA through the New York law firm of Phillips, Nizer, Benjamin & Krim asserted that "acquisition by UA of the distribution rights to the motion pictures produced for distribution by Eagle Lion has enabled UA to remain in the business of distributing motion pictures and to actively compete with other companies in the distribution of pictures."

By such acquisition, the UA document continued, "competition in the industry among the distributors was not restrained, stifled or lessened, but, on the contrary, competition was enhanced by reason of the fact that UA is now in a stronger position than it has been for many years past to compete with others in the business of distributing motion pictures."

The Statutory Court has set Oct. 25 for a hearing on the government's move, which was designed to amend the "Little Three" decree of Feb. 8, 1950.

Max Youngstein to Europe; Krim West

Max E. Youngstein, United Artists vice-president in charge of advertising-publicity, is scheduled to leave here by plane for London next Monday on general company business. He will also visit the Continent, being away several weeks.

While in London, Youngstein will view footage completed up to then on Sam Spiegel's "African Queen," Humphrey Bogart - Katharine Hepburn starrer, which will be one of UA's top releases next year.

Arthur Krim, UA president, who has been here for the past week, is scheduled to return to the Coast in a day or two to resume negotiations for additional 1952 releases for the company.

Bacolini to Manage Allied Convention

The appointment of August Bacolini, industry publicist, as convention manager for the national Allied convention which is to be held here Oct. 30-Nov. 1 at the Biltmore Hotel, was announced by Wilbur Snaper, general chairman.

Warnerites to Golf

The annual golf tournament of the Warner Club will be held at the Westchester Country Club on Friday, Sept. 21. There will be prizes awarded winners in the various competitions to members of the Warner Club and their guests.

Senate Group

(*Continued from page* 1)

center motion picture theatres; the definition of religious organizations entitled to exemptions would be confined to churches or groups of churches; the definition of charitable organizations would be limited to those supported primarily by public contributions; and the definition of educational institutions would be limited to those actually having a faculty.

The house bill gave broad exemption to all these types of organizations.

The committee did, however, keep the house provision exempting admissions to symphonies and operas supported substantially by public contribution.

UA Sales Meeting

(*Continued from page* 1)

ries of four regional sales meetings over the weekend at the Waldorf-Astoria in New York where UA Eastern branch managers met with the home office executives to discuss policy on forthcoming product.

With Eastern-Canadian sales division manager, Nat Nathanson, on hand, along with Jack Wrege, Joe Sugar and John Hughes, all home office executives, delegates heard plans outlined for the UA national sales drive scheduled to be launched in October under the slogan, "Drive All the Way with U.A."

Emphasis was placed on a comprehensive sales program for the company's line-up for 1952 which UA president Arthur Krim has described as "Phase Two" in the revitalization of the company.

Crusade For Freedom

(*Continued from page* 1)

casts to persons behind the Iron Curtain, and to establish similar facilities in the Far East through Radio Free Asia.

As part of its promotion program, it has produced a one-reel short subject, entitled "The Big Truth," which is a case history of an escapee behind the Iron Curtain taken from the files of Radio Free Europe. Ronald Reagan is narrator. It was produced by RKO and will be offered to theatres without charge during the campaign. The Crusade is asking theatres to play this film, and to offer whatever assistance they can to local Crusade committees.

SHERIFF'S SALE
H.E.R. LABORATORIES, INC., against
PRODUCERS LABORATORIES, INC.
MOTION PICTURE FILMS
right, title and interest of above judgment debtor in and to library of 14 features and approx. forty-two 1, 2 & 3 reelers highly desirable for TELEVISION, etc. to be sold for CASH ONLY by DAVID STRAUSS & CO., auctioneer, Thursday, Sept. 6, 10:30 A.M., at 457 West 46th Street, New York City.
JOHN J. McCLOSKEY, CITY SHERIFF

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EXTRA SHOWMANSHIP that gets EXTRA PROFITS!

DIE-CUT NOVELTY ACCESSORIES

...at LESS than the *Cost of Printing!*

Here's a great BARGAIN in SHOWMANSHIP! 20th Century-Fox, to prove the value of NOVELTY Accessories . . . has prepared the colorful, die-cut exploitation items you see on this page! Each NOVELTY is an item of outstanding *value* and *eye-appeal!* And each item is priced *far below* the actual cost of *printing*. In fact . . . 20th Century-Fox is absorbing a sizeable portion of the printing cost . . . and NATIONAL SCREEN SERVICE is charging NOTHING for the sale and distribution services being rendered!

That gives YOU . . . these sensational exploitation values . . . at just a *fraction* of what they actually *cost to print!*

You can't afford to pass up this *money-saving* opportunity, to MAKE MORE MONEY with these 20th Century-Fox Hits! Use these NOVELTY Accessories to put the "BUSINESS" back in SHOW BUSINESS! Ask at your local 20th Century-Fox or NSS exchange.

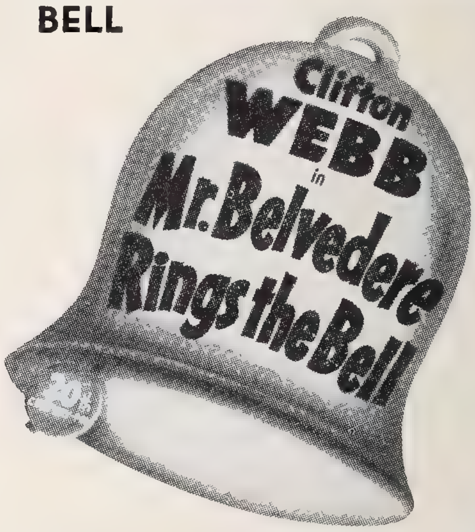
THE "PEOPLE WILL TALK" DOOR HANGER

Say-y-y have you heard about
CARY GRANT and JEANNE CRAIN
People Will Talk
...the picture that takes a new look at life!

5¢ each

colorful hanger for door-knobs, milk bottles, telephones, car doors, etc.

THE 4-COLOR "BELVEDERE" BELL


Clifton WEBB in
Mr. Belvedere Rings the Bell
20th

5¢ each

for streamers and hangers, in lobby, under marquees, or away-from-theatre, in merchants' windows, over soda fountains, bars, doorways, etc.

THE "BATHSHEBA" PROCESS-COLOR COUNTER CARD

For this woman he broke God's own Commandment!
20th Century-Fox presents
DAVID AND BATHSHEBA
Color by TECHNICOLOR
GREGORY PECK SUSAN HAYWARD
MASSEY MOORE
DARRYL F. ZANUCK HENRY KING

10¢ each

stands on its own easel in your boxoffice, or merchants' windows, on counters, soda fountains, bars, restaurant tables, etc.

● **Each novelty contains space for imprint of theatre name and play dates.**

NATIONAL SCREEN SERVICE
PRIZE BABY OF THE INDUSTRY

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 46 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 5, 1951 TEN CENTS

Majors, AFM Extend Pacts To Next Jan.

Studio Musicians' Deal Expiration Was Aug. 31

Possibly preferring to see what changes television will have to offer in the next six months now that Coast-to-Coast video has been achieved, major motion picture producers and James C. Petrillo's American Federation of Musicians have postponed to Jan. 15 discussion of wages for studio instrumentalists under new contracts.

The latest two-year pacts between the majors and AFM were due to expire last Friday, but announcement came yesterday from Petrillo's office here that the contracts have been extended to Jan. 15 by mutual consent.

The AFM spokesman who made the announcement could give no reason for the extension. The pacts as they now stand are extensions of terms in the previous two-year pacts.

(*Continued on page* 9)

New Video, Radio Relay Routes for South, Southwest

Projected new radio relay facilities for the South and Southwest which could be used for theatre television were outlined yesterday by American Telegraph and Telephone Co., which operates the Bell System radio relay routes.

Under the present construction program, a target date of late 1952 has been set for the Southwest route which will have terminal points in Kansas

(*Continued on page* 17)

Set Membership for Pioneers Fund Unit

Full membership has been set for the three divisions of the ticket sales sub-committee of the fund committee of the Foundation of Motion Picture Pioneers it was announced by the chairmen in New York yesterday.

John J. O'Connor, chairman of the distributors ticket committee, an-

(*Continued on page* 9)

Phila. Unites For Drive

Complete harmony has embraced the planning for the "Movietime U.S.A." box-office drive in the Philadelphia area. In the wake of rumors of a split in Philadelphia exhibitor ranks over cooperation with the Council of Motion Picture Organizations' national "Movietime" campaign, plans for a rally in that city Sept. 12 were agreed upon yesterday at a meeting here between exhibitors and Robert J. O'Donnell, national drive director.

Attending the meeting were Sidney Samuelson, Albert Cohen and Paul Klimen, all of Philadelphia, and O'Donnell, Arthur L. Mayer and Robert W. Coyne of COMPO. Samuelson, who is head of Eastern Pennsylvania Allied, and Cohen and Klimen recently led in the organization of a special Philadelphia industry drive and the raising of a fund for the purpose of increasing theatre attendance.

Speculation was active in the industry here yesterday whether Samuelson's truce with COMPO and

(*Continued on page* 16)

'Sunday News' Sets Color Film Section

As an assist to the industry's "Movietime U.S.A." campaign, the New York *Sunday News* again will devote one of its entire Coloroto Magazines to the season's new motion pictures. The Sunday magazine feature has been dated for Nov. 11.

The *News'* announcement stated:

(*Continued on page* 14)

A. T. & T. SETS TV THEATRE RATES

Rank's Top 3 Firms In Black; Bank Debt Cut $19,803,938

London, Sept. 4. — A sharp improvement in earnings of two of J. Arthur Rank's three principal companies, Gaumont British Picture Corp. and Odeon Theatres, with continuing profitable operations for the third, British and Dominions Corp., was reported here today for the year ended June 23 last.

Gaumont British reported a profit of £711,181 ($1,991,306) for the year, against a profit of £508,398 ($1,423,514) for the preceding year. Odeon reported a profit of £277,980 ($778,344), which compares with a loss for the preceding year of £124,828 ($349,518). British and Dominions had a profit of £151,468

(*Continued on page* 9)

Broidy Opens Mono. Kansas City Meet

Kansas City, Sept. 4.—Production and sales executives from Allied Artists and Monogram arrived here today for a two-day meeting at the Muehlebach Hotel to discuss plans for the companies' 1951-52 program.

Arriving from the West Coast were Steve Broidy, president; Harold

(*Continued on page* 9)

Basic Charge of $1 per Air Mile for Houses On 'Occasional' Service

By MURRAY M. HOROWITZ

With interest in theatre television mushrooming, the American Telegraph and Telephone Co., which operates inter-city cable and microwave routes over which telecasts are carried, in exploring the question of costs paid by theatres for its service, yesterday made public such basic charges as the rate of $1 per hour per air mile for what A. T. and T. defines as an "occasional user."

Other charges, all of which are filed by the company with the Federal Communications Commission in Washington, include station connections, connection operations and payments for local channels, in addition to an audio charge.

A. T. & T.'s theatre TV cost schedule takes on added significance to exhibitors with the scheduled completion later this month of Coast-to-Coast relay

(*Continued on page* 17)

NEWS FLASHES

WASHINGTON, Sept. 4.--Senate Finance Committee officials said they thought the industry fared very well in the Committee's rewriting of the house provision lifting the admission tax from non-profit entertainments. The officials said, on the basis of instructions given, "it will be impossible for a motion picture to be shown tax-free."

•

Thirty-five theatre TV systems have been ordered in 60 days by exhibitors, according to National Theatre Supply. The company offered this as "tangible evidence that interest in the new medium continues to rise."

Big B'way Business Week; Record for 'People' at Roxy

Cold and rainy weather which hit the Middle Atlantic and New England states during the three-day Labor Day weekend proved to be a boon to business at New York's first-run theatres. The beaches around the city may have been virtually deserted, but Broadway was bustling. For example, the Roxy, where "People Will Talk" is combined with an ice and variety revue on stage, reported a weekend gross of $95,000, the biggest Labor Day weekend in the history of the theatre.

All but one or two Broadway first-runs enjoyed weekend business that was above average. The current week therefore is expected to go on record as one of the best for those houses

(*Continued on page* 9)

Holiday Grosses Big on the Coast

Hollywood, Sept. 4. — With "David and Bathsheba", "Jim Thorpe—All American" and "His Kind of Woman" doing exceptionally large business at eight theatres, the town's first-runs collectively ran up holiday week-end grosses surpassing recent years by substantial margins. Fine weather and a bumper crop of tourists combined to create ideal box-office conditions.

Personal Mention

STANTON GRIFFIS, U. S. Ambassador to Spain and chairman of the executive committee of Paramount Pictures, is returning to New York from Madrid for a medical examination at New York Memorial Hospital.

•

CLARENCE BROWN, M-G-M producer-director, and PAUL DOUGLAS will arrive here from the Coast today, and will leave tomorrow for Pittsburgh.

•

HARRY A. BURKE, city manager for Benton Theatre Enterprises, was appointed temporary Commissioner of Public Safety of Albany, N. Y., by the City Council.

•

RONALD STANLEY SALAND, son of NATHANIEL SALAND, president of Mercury Film Laboratories here, is engaged to MISS MARILYN LEVY of Brooklyn.

•

CHUNE PINTHANON, managing director of United Cinema Co., Ltd., operators of five theatres in Bangkok, Thailand, was in New York last week on a trip around the world.

•

MAURICE N. WOLF of M-G-M's exhibitor relations field staff, will return to Boston tomorrow following a vacation at the Thousand Islands.

•

I. J. SCHMERTZ, 20th Century-Fox branch manager in Cleveland, became a grandfather again when his daughter gave birth to a girl.

•

LOUIS CHARNINSKY, manager of Interstate's Capitol Theatre, Dallas, is leading the current Dallas Chamber of Commerce membership drive.

•

ROBERT THOMSEN, M-G-M producer, has returned to Culver City from Washington.

Finkelstein, Weiner Form New Company

Edward Finkelstein, who has served as executive assistant to I. E. Lopert, president of Lopert Films Distributing Corp. for the past four years, is resigning his post, effective immediately.

Finkelstein is joining Sanford Weiner to form a new distributing company. The new company will distribute both theatrical and TV film and is also prepared to handle partial financing of independent production for both mediums. The new company's first release for theatrical distribution will be "The Emperor's Nightingale."

After an honorable discharge from the Armed Forces in 1945, Finkelstein joined M-G-M International, in charge of casting and scheduling. He left M-G-M for a post with RKO where he directed narration of films for foreign distribution, leaving that company to join Lopert Films.

Schwalberg to Head 3-Day Para. Meet

A meeting of Paramount's divisional sales managers will be held at the home office here on Sept. 13, it was announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg will preside over the three-day conclave. Key point on a crowded agenda will be a discussion of selling and liquidation of current product for the "Confidence Parade of 1951," sales drive now in progress and scheduled to end Dec. 1.

Others attending will include division managers Hugh Owen (Eastern and Southern), Howard G. Minsky (Mid-Eastern), J. J. Donohue (Central), M. R. Clark (South Central), and George A. Smith (Western), along with Gordon Lightstone, Canadian General Manager. Among home office executives will be Barney Balaban, Adolph Zukor, Paul Raibourn, E. K. O'Shea, Oscar Morgan, Jerry Pickman, Sid Blumenstock, Robert J. Rubin, Monroe R. Goodman, Fred Leroy, Arthur Dunne, Martin Friedman, Harold Beecroft, Joseph A. Walsh, George Schur and Sid Mesibov.

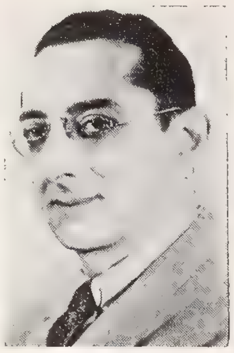
Crafts' Wages Rise

HOLLYWOOD, Sept. 4. — Average weekly earnings of studio craft workers were $105.88 during July, the California department of industrial relations reports. The figure compares with $104.79 for June.

Announcement

Raymond Levy, who joined the executive staff of Quigley Publications as director of sales and promotion in September 1950, has been elected a vice-president of Quigley Publishing Company, Inc.

Levy has had a long and varied experience in the publishing business, including 10 years in motion picture trade journalism, and is a specialist in motion picture advertising, promotion and merchandising.



Raymond Levy

In addition to general duties as a member of the executive staff of Quigley Publications, which include *Motion Picture Herald, Motion Picture Daily, Better Theatres, Motion Picture Almanac* and *Fame*, he will continue as director of sales and promotion.

Spellman to Allied Convention Luncheon

Francis Cardinal Spellman has accepted the invitation of Allied States Association to be a guest and deliver the invocation at the luncheon at the Biltmore Hotel here on Oct. 30 which will open the national Allied convention, it was announced in New York yesterday by Wilbur Snaper, general convention chairman.

Other guests at the luncheon will include the presidents of the distribution companies.

B'nai B'rith Program Will Start Oct. 6

New York's Cinema Lodge of B'nai B'rith will launch its 1951-52 fund-raising program with a theatre party at the musical show "Bagels and Yox" at the Holiday Theatre in New York on Saturday evening, Oct. 6, Martin Levine, president, has announced.

In revealing the decision of the Lodge to use a theatre party as part of its program of seeking new methods of helping to raise funds needed by the B'nai B'rith agencies, including the Anti-Defamation League, Hillel, B.B.Y.O. and Vocational Guidance, Mr. Levine called for all-out support from the more than 1,000 entertainment industry members of Cinema Lodge.

Cy Seymour has been appointed chairman of the theatre party committee which includes David Stern, Richard Malkin, Bert Kulick, Jack H. Hoffberg, Robert K. Shapiro, Jack Cohen, Mack Clark and Milton Livingston.

Science-Fiction Unit Cites 20th's 'Day'

NEW ORLEANS, Sept. 4.—The first "Certificate of Merit" ever accorded a motion picture by the Science-Fiction Writers of America was awarded today to 20th Century-Fox's "The Day the Earth Stood Still" at their annual convention here.

The certificate was awarded following a special showing of the film at the Saenger Theatre. Also voted by the writers was full support of "The Day the Earth Stood Still" by local science-fiction clubs throughout the country, with club members set to use the film as a vehicle to promote interest in "out-of-this-world" affairs.

Baker Will Manage Ace RKO Theatre

Jerome Baker has been named manager of RKO's Keith Theatre, ace house in Washington, succeeding the late Hardie Meakin, Baker's promotion follows 23 years of service with the theatre company. Baker has been associated with RKO in St. Paul, Cincinnati, New York City and most recently Rochester. The appointment becomes effective on Wednesday,

Newsreel Parade

THE signing of the Philippines-U. S. defense pact and Gov. Dewey's return from the Far East head current newsreel stories. Other items include fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 72—U. S.-Philippines defense pact. Dewey back from Far East. U. S. jet planes based in England. Wounded flown to hospital ship. "Little Sisters" beauty contest. High-dives to raise money. Football training.

NEWS OF THE DAY, No. 202—Philippines and U. S. sign defense pact. Diving padre. Baby monkey. Paris reveals new fall, winter modes at fashion show. Army starts building new football team in training sessions.

PARAMOUNT NEWS, No. 5—Army and Navy make pre-fall headlines. People in the spotlight: Gov. Dewey, Czech ambassador, Gov. Warren, Princess Margaret. Paris: fall and winter fashions. U. S.-Philippines pact. Florida beauties.

TELENEWS DIGEST, No. 36A—U. S. bombers in action. Ethiopians get U. S. weapons and training. U. S. family seeks son's release from Czechs. Jehovah's witnesses meet. France: daring priest stunts for church. Alpine troops in maneuvers. Paris: fashions.

UNIVERSAL NEWS, No. 488 — Gov. Dewey returns. Italy: global existence. Helicopter lands on hospital ship. Army and Navy football practice. German gymnasts. Hot rod race. Auto classic.

WARNER PATHE NEWS, No. 7—Build new Army team. Philippines and U. S. sign pact. Dewey home. Puerto Rico becomes new U. S. boom place. Helicopter ambulance in sea test. California: "Lending library" for toys. Red hot rods. Golf.

Gillin Named 'U's' Manager in Seattle

Donald Gillin has been named Universal branch manager in Seattle by Charles J. Feldman, domestic sales manager. He succeeds L. George DeWaide, who has retired from the industry to go into business for himself.

Gillin joined Universal in June, 1949 as a salesman in Denver and was promoted to salesman in Los Angeles in March, 1950. Before joining Universal, Gillin was a Major in the U.S. Army and held film salesmen posts with Warner and Columbia.

Gross Is Ad Head Of Bernhard Firm

Syd Gross has joined Bernhard Productions here to coordinate publicity, advertising and promotion for all company product, it was announced by Joseph Bernhard, president.

Gross, who formerly was national director of advertising-publicity, for Film Classics, will work in cooperation with the advertising-publicity departments of 20th Century-Fox, through which Bernhard is releasing three independently-made pictures, first of which is "Journey Into Light," starring Sterling Hayden, Viveca Lindfors and Thomas Mitchell. The film is set for October release.

J. A. Ball Dies at 57

Joseph Arthur Ball, 57, physicist and inventor, died Monday in Los Angeles, according to word received here yesterday.

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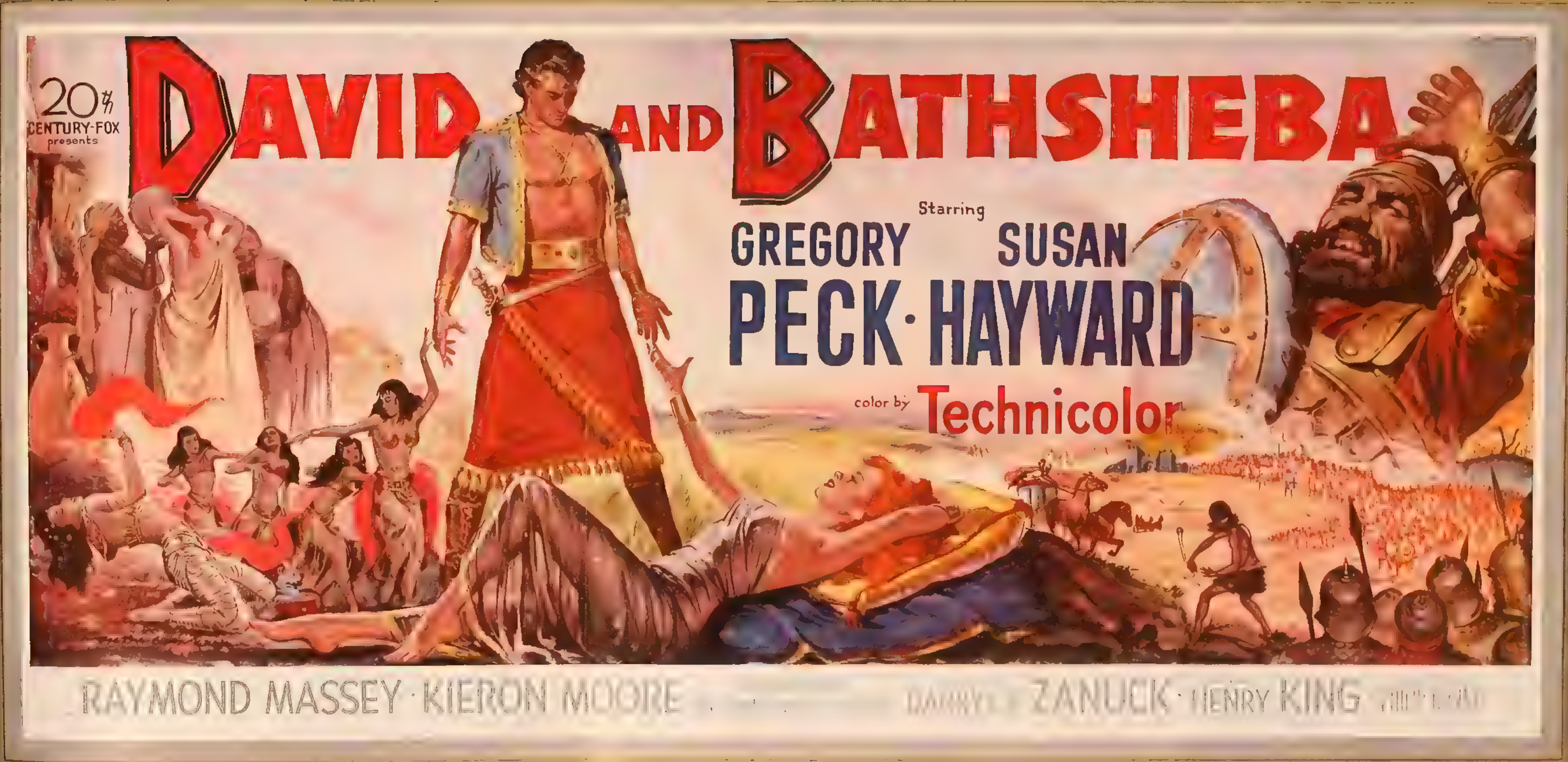
EVERYTHING which has made the Motion Picture Theatre the home of mankind's greatest entertainment — has been reaffirmed and surpassed by one attraction

DAVID AND BATHSHEBA

ITS spectacular drama, springing from the Bible's most flaming story of transgression, is captured in the full magnificence of Technicolor. The great Motion Picture Screen comes fully into its own as legions clash and a tremendous cast of thousands recreate a world of passion and fire! Truly, it is a milestone in Motion Picture production.

Entered as second-class matter, Sept. 21, 1958, at the post office at New York, N. Y.
single copies, 10c.


20th CENTURY-FOX presents
DAVID AND BATHSHEBA
Starring
GREGORY PECK · SUSAN HAYWARD
color by Technicolor
RAYMOND MASSEY · KIERON MOORE
DARRYL F. ZANUCK · HENRY KING

THIS
24 SHEET
POSTER
IS
AVAILABLE
IN QUANTITY
FREE –
PLAN
YOUR
BILLBOARD
CAMPAIGN
NOW!...

"And so it came to pass
that David, Lion of Judah,
looked upon the adulteress, Bathsheba
... and for her he broke
God's own commandment."

Printed in U

N. Y. Grosses

(*Continued from page 1*)

in many months, and the prospect of a prosperous fall appears to figure strongly in the thinking of many theatre managers.

With $121,000 grossed in the first six days of the Roxy bill, a towering $135,000 was seen for the first week ending last night. Last Sunday was the greatest single Sunday in the history of the house, with $33,191 reported.

Of course the Roxy and most of the other Broadway first-runs added extra shows on one or more of the three days, and on Monday, Labor Day, had holiday prices posted.

Continuing to do mammoth business in its third week at the Rivoli is "David and Bathsheba," with a sky-high $80,000 in store following a huge weekend. Radio City Music Hall, meanwhile, still is demonstrating a powerful drawing capacity with "Show Boat" and a Russell Markert stage production; the seventh week is expected to total $145,000 in the light of $112,000 chalked up Thursday through Sunday night.

Business strength was evident also in no uncertain terms at the Capitol where the first week of "A Place in the Sun" (and no stage show) will end today with an estimated $96,000. The same can be said for "His Kind of Woman" and a stage bill topped by Jan Murray at the Paramount where the first week ended yesterday with $87,000, of which $51,000 represented revenue for the three-day holiday.

The Globe, where "Rhubarb" is the new tenant, is looking for a big first week gross of $31,500, and the Astor is due for a second week gross of $30,000 with "Jim Thorpe—All American," it being the strongest second week at the house since the beginning of the year.

A Handsome $30,000

A handsome $30,000 is indicated for the initial stanza, ending tomorrow, of "Painting the Clouds with Sunshine" at the Warner where the three-day holiday weekend tallied $22,000. Still strong is "Tales of Hoffman," the 22nd week of which will give the Bijou $11,000. At the Trans-Lux 52nd Street, off Broadway, "Kind Lady" is holding with an okay $8,900 for the fourth week. Business has perked up somewhat at the Mayfair where the initial week of "Little Egypt" looks like a good $12,500.

Lively Labor Day business will be responsible in no small way for a very good $14,000 which is indicated for the fifth week of "Oliver Twist" at the Park Avenue.

"Bright Victory," which is due for a modest $10,000 for the fifth week at the Victoria, will be replaced by "Saturday's Hero" on Sept. 11. Loew's State today gets a new film, "The People Against O'Hara," which supplanted "Iron Man"; the latter film had an 18-day run, the final four days of which hit $10,000, but yesterday's program at the theatre was marked by a preview of the new picture.

"Kon-Tiki" has given way at the Sutton after a 23-week run to "The Medium," an English-sung, Italian-made version of Gian-Carlo Menotti's musical drama. Final week for the departing film totalled a rousing $6,700. Proceeds from the premiere performance of "The Medium" this evening will be turned over to the American National Theatre and Academy, with the regular price run to start tomorrow.

Review

"The Well"

(*Harry M. Popkin—United Artists*)

A PICTURE of lasting impression, "The Well" relates the story of a small American city that erupts into race riots following the disappearance of a little Negro girl. Upon the subsequent discovery that she has fallen into a well, the townspeople discard their hostility and reunite in a long rescue vigil.

The theme is approached with a mature attitude and is developed with expressive and cumulative power. In fashioning the picture the bright young team of Clarence Greene and Russell Rouse laid paramount stress on entertainment values. The result is a film of outstanding merit.

Of course not all patrons respond to serious dramas, no matter how well done. Exhibitor experience is probably the best barometer of box-office possibilities in a given situation. One thing is sure. The picture will draw large segments of those hesitant patrons who go to the theatre only when the product compels. Another factor is that the film is going to provoke considerable word-of-mouth comment which has a high exchange rate at the theatre box-office.

The story starts as the gaily prancing little girl drops out of sight into an abandoned well. Last seen publicly with a white man, ugly rumors accelerate, and culminate in racial warfare. When finally the real facts are learned, the machinery of rescue moves into action like well-lubricated pistons. Structurally the screenplay seems curiously divided into two parts, the first dealing with the problem of racial strife, and the second with the relentless, absorbing effort to plough underground in a desperate race against time to save the tiny victim.

Everything about the picture has the dramatic forcefulness of honest reporting. The little-known cast performs with directness and credulity. Richard Rober is seen as the bustling sheriff; Barry Kelly, an industrialist whose alternating emotions spark both the riots and the rescue; Henry Morgan is the stranger suspected of kidnapping; Gwendolyn Laster plays the child and Maide Norman and Ernest Anderson her parents.

A Harry M. Popkin presentation, it was produced by Greene and Leo Popkin, and directed by Rouse and Popkin. Rouse and Green also did the dynamic screenplay.

Running time, 85 minutes. General audience classification. Release date, Sept. 24.

Mandel Herbstman

Pioneers Fund

(*Continued from page 1*)

nounced the appointment of the following members to his group: Al Lichtman, William Rodgers, Robert Mochrie, Al Schwalberg, Ben Kalmenson, James R. Grainger and Morey Goldstein. A. Montague and William Heineman have already been set as co-chairmen with O'Connor.

Ticket Sales Committee

The ticket sales committee for local exhibitors, of which Si Fabian and Sam Rinzler are co-chairmen, will consist of George Skouras, Sol Schwartz, Fred Schwartz, Harry Kalmine, Julius Joelson, Saul Strausberg, Max Cohen, David Weinstock, Joe Seider and Gene Picker. The out-of-town-exhibitors sub-committee, which is co-chaired by E. V. Richards and George Skouras, will also include Robert O'Donnell, Mitchel Wolfson, A. H. Blank, Frank L. Newman, Samuel Pinanski, Isador Rappaport, John Balaban, Sidney Lust and Jack Kirsch.

George Dembow, chairman for the suppliers and tradesmen division, has announced that, in addition to co-chairmen Oscar Neu, Alan Freeman and Charles O'Reilly, his committee will include Izzy Purse, Albert Senft and Jake Starr.

Evansville Theatres Closed by Strike

Evansville, Ind., Sept. 4. — All downtown theaters in Evansville, except Loew's Victory and Majestic are closed by a strike of AFL operators. Many neighborhood houses have also closed. Loew's contracts expire in 10 days; the others expired Aug. 31. Negotiations are apparently stuck on the issue of a six-day week with overtime for Sundays.

Rank's Profits

(*Continued from page 1*)

($424,110) last year, compared with a profit of £231,533 ($648,292) for the previous year.

Concurrently, the report showed, during the past year Odeon's bank indebtedness was reduced by £3,736,290 ($10,461,612), which, together with last year's reduction, makes a total reduction of its bank indebtedness for the two-year period amounting to £7,072,835 ($19,803,938). Odeon's bank indebtedness, however, still amounts to approximately $27,000,000.

Pay Five Per Cent

After paying its preference dividend, G-B will pay five per cent on its ordinary and ordinary A stocks. Nothing was paid on the ordinaries (common stock) last year. Odeon will not pay a dividend on either its preference or ordinaries this year but the directors announced they have declared the one year dividend in arrears on the preference shares to June 30, 1950, out of this year's profit.

British and Dominions will pay its preferred dividend but again will pay nothing on its ordinaries.

Studio Unions Set Wage Demand Dates

Hollywood, Sept. 4.—The studio unions (Teamsters, Laborers, Janitors, Plasterers, International Brotherhood of Electrical Workers) will present their wage adjustment demands to the major producers on Sept. 24. The Screen Actors Guild opens negotiations on the 17th. IATSE will open negotiations on October 2, with IATSE president Richard Walsh coming West to participate.

Majors, AFM

(*Continued from page 1*)

Continued in 1949 on the same terms because of a business decline in the industry, the contracts provided for reopening of negotiations after the first year if a business improvement was manifest. There was no reopening of negotiations in 1950.

AFM Convention

Last June at the AFM convention in New York, Petrillo disclosed that deals had been made with Republic and Monogram covering instrumentalists who supply music for soundtracks of films for TV. The agreements provided that a percentage of the gross of Republic and Monogram films shown on TV would be paid into a new musicians trust fund. There was provision too for the making of "fresh work" for musicians by dropping sound tracks of old films in favor of new tracks.

Broidy Opens Meet

(*Continued from page 1*)

Mirisch, vice-president; Walter Mirisch, executive producer; G. Ralph Branton, nominee for the company's board of directors; Harold Wirthwein, Western sales manager, and John C. Flinn, advertising-publicity director. Attending from New York are Morey Goldstein, sales vice-president; Ed Morey, vice-president; Lloyd Lind, supervisor of exchanges, and L. E. Goldhammer, Eastern sales manager. Jim Prichard, Southwestern district manager, in Dallas, is also on hand.

Newly appointed production head Walter Mirisch will screen at the session three recently completed Cinecolor specials, "Flight to Mars." "Fort Osage" and "Aladdin and His Lamp," which will be released before the new year.

Exhibitors Ready To Aid Bond Drive

Coincident with the national opening of the first Defense Bond Drive yesterday, motion picture theatres across the country geared themselves for a support of the first defense bond effort of the year. Samuel Pinanski, prominent New England theatre operator, is chairman of the motion picture industry's participation in the campaign.

Highlighting the industry participation in the drive is the announcement by Pinanski that press books and posters keyed to the campaign are already in the mail to the nation's theatres timed for the opening of territorial campaigns on behalf of the drive.

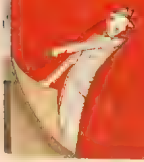
SAG Renominates Reagan, Holden

Hollywood, Sept. 4.—The Screen Actors Guild nominating committee has renominated Ronald Reagan, president, and William Holden, first vice-president.

Also nominated were Walter Pidgeon, second vice-president; John Lund, third vice-president; Paul Harvey, recording secretary; George Chandler, treasurer. Ballots will be sent out a month before Nov. 11 when the results will be announced.

DAVID AND BATHSHEBA

WILL BE PRESOLD
26 TIMES EACH TO EVERY
MAN, WOMAN AND CHILD
IN THE UNITED STATES
AND CANADA
THROUGH THE
GREATEST CAMPAIGN
IN 20 HISTORY!



NOVEMBER'S IMPORTANT PLAYING TIME DEMANDS THE IMPORTANT ATTRACTIONS OF PARAMOUNT'S

MORE, BETTER, BIGGER PICTURES

And for your immediate requirements, play all the ten champion grossers available now and in October in **Paramount's List With The Boxoffice Lift:**

DATE	TITLE	CAST
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S **The Big Carnival**	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS' **That's My Boy**	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS' **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	Darling, How Could You!	JOAN FONTAINE JOHN LUND MONA FREEMAN
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	The producer of "Destination Moon" has made this new, and startling interplanetary adventure . . . .
	Submarine Command	WILLIAM HOLDEN NANCY OLSON WILLIAM BENDIX
	WILLIAM WYLER'S **Detective Story**	KIRK DOUGLAS ELEANOR PARKER WILLIAM BENDIX CATHY O'DONNELL
DECEMBER	PINE and THOMAS' **Hong Kong** COLOR BY TECHNICOLOR	RONALD REAGAN RHONDA FLEMING
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	BOB HOPE HEDY LAMARR

Yes, November is a vital boxoffice month—with its three holidays: Election Day, Armistice Day, Thanksgiving. Paramount's three great November releases are the outstanding merchandise you need:

SPECTACLE OF INTERPLANETARY THRILLS!

Most amazing of all science-fiction entertainment. From the producer of "Destination Moon."

WHEN WORLDS COLLIDE

Color by **TECHNICOLOR**

Produced by GEORGE PAL · Directed by RUDOLPH MATÉ

Screenplay by Sydney Boehm

Based on a novel by Edwin Balmer and Philip Wylie

The Korean adventure of the U.S.S. Tiger Shark—Filmed in co-operation with the U.S. Navy and the Department of Defense.

SUBMARINE COMMAND

Starring

WILLIAM HOLDEN · NANCY OLSON

WILLIAM BENDIX · DON TAYLOR

A JOHN FARROW Production · Produced by JOSEPH SISTROM

Directed by JOHN FARROW · Story and Screenplay by Jonathan Latimer

The tense, terrific Broadway hit-play becomes a screen attraction of top boxoffice stature.

KIRK DOUGLAS · ELEANOR PARKER · WILLIAM BENDIX in

WILLIAM WYLER'S PRODUCTION OF SIDNEY KINGSLEY'S

Detective Story

Also starring CATHY O'DONNELL

Produced and Directed by WILLIAM WYLER · Screenplay by PHILIP YORDAN and ROBERT WYLER · Based on the play by SIDNEY KINGSLEY

National Pre-Selling

A SHIFT in economic trends has brought about a change in national pre-selling policy in the handling of two forthcoming Jerry Wald-Norman Krasna productions. The producers are convinced that the approach must be directed at the skilled worker, rather than the white-collar class.

"During the past twelve years," says Wald, "the white-collar workers of America, the mainstays of theatres, have suffered from constantly increasing living costs, while their incomes remained at a fixed level. The best indication is that the Federal Reserve Bank figures show they dipped into their savings for $10,000,000 in 1950 alone, to meet overhead costs.

"On the other hand, the skilled worker has had many rounds of pay raises. He enjoys a 400 per cent increase in spending power. Last year he put more money into savings than the white-collar worker withdrew. This group includes 21,000,000 American families, and are by far America's richest market. Surveys that Norman and I have conducted convince us that the industry has not taken advantage of the sweeping economic changes that are going on. Business is there for those who go after it."

•

***American* magazine for September follows the motion picture trade press by using four-color illustrations in its review of "David and Bathsheba," which it proclaims among leading "Movies-of-the-Month." Also included are "Here Comes the Groom" (Paramount) and "Jim Thorpe, All-American" (Warner), with "Rhubarb" (Paramount), "Mr. Imperium" (M-G-M), "A Place in the Sun" (Paramount), "People Will Talk" (20th Century-Fox), "Bright Victory" (Universal), and "Saturday's Hero" (Columbia) as runners-up.**

•

The upcoming issue of Look *magazine, on the stands next Tuesday, will carry a four-page review of "Saturday's Hero" (Columbia), which Tim Cohane, the magazine's sports editor, says is "The movies' first great football story, a brilliant action film, which scores with a bitter attack on the college game's abuses, hypocrisy." He says, in a sub-head, "It's not a game now, it's a business."*

•

Charles Einfeld, vice-president of 20th Century-Fox, has announced a $15,000 prize contest for the best exploitation of "The Day the Earth Stood Still," to be accomplished by theatre managers running the film between Oct. 1 and Jan. 2. First prize will be $1,000 in defense bonds plus scores of additional bond awards for runners-up. The science-fiction film will offer unusual opportunities for striking and imaginative showmanship. The company will give unsurpassed advertising, exploitation and publicity aid on a national basis to bolster the local level campaigns. Starting this month, large scale teaser ads will reach a total readership of 450,000,000 persons. Free 24-sheets will be given to every first-run theatre buying billboard space, while theatres buying radio time will be supplied with free transcriptions containing starting spot announcements. A special "Showman's Kit" is being prepared, also a "Showman's Manual" detailing every phase of the campaign from booking to hold-over dates.

•

A double-barreled plug for 20th Century-Fox pictures will reach millions of TV listeners throughout the country on Saturday, on Faye Emerson's special show over CBS. Telecasting from Hollywood, Miss Emerson will salute the premiere of "Decision Before Dawn" at Grauman's Chinese Theatre. The second picture to be honored will be "David and Bathsheba" with Francis X. Bushman, who plays King Saul, slated as Miss Emerson's featured celebrity of the evening.

•

Columbia's "Saturday's Hero" continues to roll up national pre-selling values in newspapers and magazines, with outsize treatment in the New York Sunday News *over the past week end, and a feature story due in the October issue of* Seventeen, *nicely timed for the football season and the release of the picture. The magazine selects it as the choice for the "Movie-of-the-Month"—a citation which the film has received from other national magazines.*

A concentrated campaign has been set by 20th Century-Fox with Harper Brothers for the promotion of the forthcoming film, "The Desert Fox", and the book on which it was based. Taking advantage of the fact that the book will lead on best-seller lists when the picture is released in October, the film company and the publishers will join with more than 25,000 retail outlets in an exploitation campaign. The full impact will be felt at the local level, with book dealers advised of playdates, and the pre-selling forces of both sources advised as to the best procedure in obtaining a maximum publicity break in newspapers and on local radio stations.

•

I. J. Fox, one of the country's leading furriers, launches a campaign starting today which will feature Jane Russell, in cooperative advertising for RKO Radio's "His Kind of Woman." The ads will appear through September in New York, Boston, Cleveland and Philadelphia, where I. J. Fox has retail stores. Special window displays have been prepared and other advertising tieups for the benefit of the picture and star.

WALTER BROOKS

Capital Shares the Business Boom

WASHINGTON, Sept. 4.—Aided by top pictures and good weather, Washington exhibitors in both downtown and neighborhood theatres racked up Labor Day weekend grosses ranging from "better than average" to "record-breaking." Neighborhood business was especially good, with "Showboat" playing in over 20 houses. K-B Amusement Co., which played "Showboat" in three of its theatres, reported the film had broken all records set by "The Great Caruso," and had done "substantially better" business than films shown last Labor Day weekend. Fairlawn Amusement Co., whose showings over the weekend included "Showboat," "Captain Horatio Hornblower," and "Half Angel," reported "very good business, away ahead of average."

Downtown houses shared in the upturn. Loew's Capital, key Loew's house in town, had the same "Going Native" stage show, featuring local talent, as last Labor Day weekend, and did 10 per cent better business. Other downtown theatres also reported "very good business."

Finish 13 Films, Start 6 More

HOLLYWOOD, Sept. 4.—Production tapered off as the Labor Day hiatus approached, with studios starting only six pictures while finishing 13.

Started were: "Death of a Salesman," Columbia; "Skirts Ahoy," "Young Man in A Hurry" and "The Invitation," M-G-M; "Somebody Loves Me," Paramount, and "The Korean Story," RKO Radio. Completed were: "Sound Off," "Cripple Creek," "The Brigand" and "The Old West," Columbia; "Geisha Girl," Independent; "The Enemy" and "Singing in the Rain," M-G-M; "Win, Place and Show," Monogram; "Big Timber," Paramount; "Quiet Man," Republic; "Pride of St. Louis," 20th-Fox; "African Queen" and "Actor's Blood," UA.

Compo Ready to Drop 'Life' Protest

The controversy which *Life* magazine started with the film industry and which the publication carried over into its "Letters to the Editor" column in the latest issue very likely will not be pursued further by the Council of Motion Picture Organizations, a spokesman for the all-industry agency said here yesterday.

The magazine printed only parts of three industry letters, one of which Arthur L. Mayer, COMPO executive vice-president, wrote in refutation of a *Life* article which purported to sound the industry's death knell.

Consolidate Stewart & Everett Holdings

CHARLOTTE, N. C., Sept. 4.—Effective immediately, Everett Enterprises, Inc., and all of its affiliated companies will be known as Stewart and Everett Theatres, Inc.

Formerly under joint operation, all of the holdings of Worth Stewart and H. H. Everett have now been consolidated in one controlling corporation, Stewart and Everett Theatres, Inc. Stewart is president and Everett is chairman of the board. About 70 theatres in North and South Carolina are involved. There will be no change in departments or personnel, the company stated.

Golding on Visit To Goldwyn Studio

David Golding, who assumed his new post yesterday as advertising-publicity director for Samuel Goldwyn Productions here, left for the Coast last night for a week's visit at the Goldwyn studio. He will see a rough cut of "I Want You" and familiarize himself with other forthcoming Goldwyn productions preparatory to planning advertising-publicity campaigns.

Win $450,000 Trust Suit Decision

ATLANTA, Sept. 4.—Two former theatre operators from Greensville, have been awarded a Federal Court judgment of $450,000 against 10 motion picture companies in Vicksburg, Miss. Joe Applebaum and Bert Simms were granted the judgment, along with "reasonable attorney fees and costs to be determined at a later date," in anti-trust proceedings which have been in progress since Jan. 31.

Applebaum and Simms contended that the companies conspired to prevent them from getting Class A pictures for their Center Theatre near Greensville, Miss. Their inability to get such films forced them to close the theatre there with a considerable loss, they said.

Named were Paramount, Warner, Universal, United Artists, 20th-Fox, RKO, Loew's, Columbia, United Paramount Gulf Theatre, Clyde C. Darden and W. Prewitt, Jr. The court gave the defendants 90 days to file briefs in support of a motion for judgment notwithstanding the verdict.

NLRB Upholds 'IA' In NABET TV Tilt

AFL's IATSE has won the latest round in its standing rivalry with CIO's National Association of Broadcast Engineers and Technicians in the television field.

The National Labor Relations Board has ruled unanimously that NABET had engaged in a jurisdictional strike in violation of the law when its engineer members stopped work at NBC's New York television station because IATSE Local No. 1 workers were assigned to handle equipment used in prompting video actors in the delivery of their lines.

Reported here yesterday by Harold P. Spivak, counsel to the "IA" local, the NLRB ruling gave NABET 10 days from Aug. 30 to notify the Board's regional director in New York of its compliance with the terms of the decision and the determination of the jurisdictional dispute.

Attendance Rise Reopens Theatres

CLEVELAND, Sept. 4.—Exhibitor confidence in an upswing of theatre attendance is manifested by the reopening of closed theatres in this territory. S. W. Rawson of the Best Theatre, Scio, Ohio has reopened the Roxy Theatre at Canfield; the Harris interests of Pittsburgh have reopened the Grand Theatre, Salem; the Town Theatre, Marblehead has been reopened by Ralph J. Adams and Terry Callaghan. In Cleveland, the Doan, closed all last season, will reopen on Sept. 16. Charles Gottlob is the owner. Robert Reich has been named manager.

Cramer Leaves DuMont

Leonard F. Cramer, executive vice-president and director of Allen B. DuMont Laboratories, Inc., has resigned. For the past 10 years he occupied the position of executive vice-president, joining DuMont in 1935. No successor has been announced as yet.

EXHIBITORS ATTENTION!

Do You Want 60 Million People At Home Or Going To Theatres?

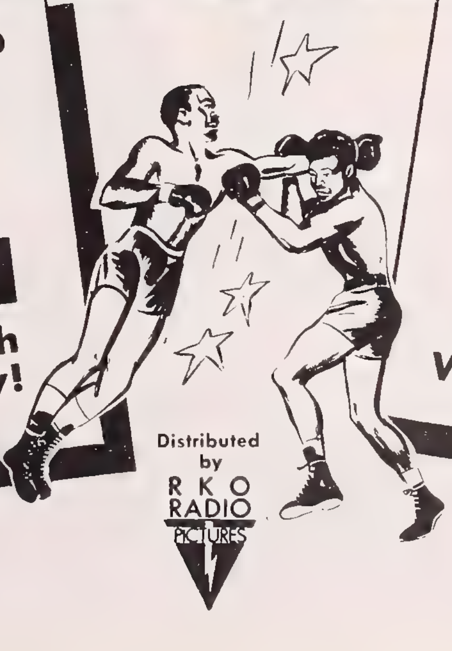
In these two fight pictures the theatres of America have an opportunity of playing to the tremendous audience of ardent fight fans willing to pay to see the fights.

But – even more – the theatres can now attract the millions of regular movie fans who remain home on the night of big competitive entertainment events.

FOR THE FIRST TIME, alert and far-seeing showmen have the opportunity of assuring themselves in advance of boxoffice special events which will not be seen or heard elsewhere.

WIRE OR PHONE YOUR NEAREST RKO EXCHANGE NOW ABOUT BOOKINGS FOR:

WORLD'S CHAMPIONSHIP
RANDY
TURPIN
vs. SUGAR RAY
ROBINSON
The Most Sensational Match Since Dempsey vs. Tunney!



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THE CLIMAX BOUT OF THEIR FIGHTING FEUD!
SANDY
SADDLER
vs.
WILLIE **PEP**
OFFICIAL! EXCLUSIVE!
World's Championship Films!

Motion Picture Daily Feature Reviews

"The Day the Earth Stood Still"

(20th Century-Fox)

A VISITOR from another planet drops down with a vital message in "The Day the Earth Stood Still," but is given an unfriendly reception by the baffled earthlings. As another in the science-fiction series the picture shows a fond concern for production values. As a result it has a well-manicured look and stands up very well as entertainment in its category.

Michael Rennie portrays the strange visitor who brings the warning that unless we learn to live in peace we face obliteration from the other planets who fear our aggressiveness in this space-conquering age.

The rocket in which Rennie makes his inter-planetary junket is an all metal affair shaped like a half grapefruit inverted on a plate. Rennie also brings a metal robot with him who can make everything before him disintegrate by a flash of his electric eye. Rennie at first is greeted by a blast of nervous gunfire. When he tries to convince Washington officials that he must bring leaders of all nations the urgent message, he gets caught up in bureaucratic tape and fails. Next he approaches a scientist, Sam Jaffe, and through him eventually is able to convey to leading scientists of all countries the pronouncement that we face the alternative of peace or destruction. The picture also has many melodramatic elements built up mainly as Rennie circulates around Washington while the police put on a desperate hunt for him.

Patricia Neal plays a war widow who helps Rennie in his ordeal with the police, while Billy Gray is her young son who becomes a buddy of Rennie's, Hugh Marlowe portrays her fiance.

The picture derives its title when Rennie suspends all electricity throughout the world to dramatically assert his power.

Under Robert Wise's direction the picture is brisk and exciting. Julian Blaustein produced from a screenplay by Edmund H. North.

Running time, 92 minutes. General audience classification. For September release.

"Painting the Clouds with Sunshine"

(Warner Brothers)

PRETTY GIRLS, nostalgic songs and Technicolor are mixed in "Painting the Clouds with Sunshine" to make a cheerful little earful and eyeful. The story on which these elements are hung together is a patchwork of incidents that have been done many times before.

Also on the picture's credit side is a cast headed by Dennis Morgan and Virginia Mayo, with support coming from Gene Nelson, Lucille Norman and S. Z. Sakall.

The story, devised by a trio of writers, Harry Clark, Roland Kibbee and Peter Milne, concerns the romantic adventures of a team of three nightclub singers, Miss Mayo, Miss Norman and Virginia Gibson. It happens that Miss Norman and singer Dennis Morgan are very much in love but she objects strenuously to his gambling impulses. He swears to forego gambling but when another incident arises to prove that he really hasn't overcome it, Miss Norman leaves him. Next Nelson, a dancer who is heir of a wealthy Boston family, falls in love with Miss Norman. Now since Nelson's family thinks he is about to be fleeced of his fortune by a conspiring singer, they send Tom Conway to subtly break up the impending marriage. Out of these factors many threads of comedy interweave. By the time the finale comes around however Miss Norman and Morgan are happily mated and ditto for Miss Mayo and Conway and Miss Gibson and Nelson.

Another angle concerns nightclub owner Sakall's troubles with his would-be partner, hillbilly Wallace Ford. Walter Jacobs produced and David Butler directed.

Running time, 87 minutes. General audience classification. Release date, Oct. 6.

MANDEL HERBSTMAN

"Fort Dodge Stampede"

(Republic)

ACTION is again highlighted in this latest Allan (Rocky) Lane film, "Fort Dodge Stampede," which has the necessary ingredients of the chase, fisticuffs and shooting to please the Western fans.

The latest escapade of deputy sheriff Rocky and his faithful, fast-footed Black Jack find them on the tracks of a band of bank robbers led by Trevor Bardette, or Sparkler as he is called in the film. The trail takes Rocky to the ghost city of Fort Dodge whose only occupant, before a trickle of settlers are lured there, is Chubby Johnson. Chubby supplies the humorous touch as a land-hungry old junk collector. Interspersed between fast horse riding, gun battling, and fist fights, Rocky finds the map which will lead him to the $30,000 which was robbed from the bank and stashed away by a member of the gang, killed by his own cohorts.

When Sparkler discovers that Rocky, Sketter and one of the new settlers, Jeff Bryan, the son of the owner of the robbed bank, and played by Bruce Edwards, have the map, he goes into action. The gang leader kidnaps the pretty wife of Jeff, Mary Ellen Kay, and gets possession of the map.

Sparkler, with a cohort, find the strong box containing the cash and try a getaway, but Rocky gives. In the exciting running fight which ensues, Sparkler is shot and Rocky recovers the loot. The film's associate producer-director was Harry Keller. Richard Wormser did the screenplay.

Running time, 60 minutes. General audience classification. Release date, Aug. 24.

MURRAY M. HOROWITZ

"The Mob"

(Columbia)

BRODERICK CRAWFORD, who will be remembered for his performances in "All the King's Men" and "Born Yesterday," appears in consequence of his role in "The Mob" to be the actor most likely to inherit the tough-guy mantle so often worn in the past by James Cagney and Edward G. Robinson. Cast as a two-fisted police detective assigned to uncover the leaders of a waterfront racket, Crawford, a big but nimble man, has a fine time for himself as he poses as a slugging, wise-cracking longshoreman. And a fine time is what will be had by the devotees of fast-action melodrama as they watch Crawford act out the none-too-novel story with the able assistance of a supporting cast which carries such unfamiliar names as Betty Buehler, Richard Kiley, Otto Hulett, Matt Crowley, Neville Brand and Ernest Borgnine.

While the story by Ferguson Findley and screenplay by William Bowers follows a formula course, its setting on the waterfront of a big city is more or less unique. The bitter flavor of labor racketeering is tasted as the detective, having assumed the identity of a dock worker, worms his way into the confidence of the gangsters who grabbed control of the union. He soon feels their fists and gun butts, but the big cop loses no time in returning the rough stuff. The climax, wherein Crawford's girl friend, Miss Buehler, who was taken hostage and tortured by the gangsters, is rescued by the hero as he discovers the identity of the chief mobster, is a dandy rendition of a standard idea. Robert Parrish's direction of this Jerry Bresler production gives a big play to suspense.

Running time, 87 minutes. General audience classification. For October release.

CHARLES L. FRANKE

"The Wooden Horse"

(Snader Productions)

IF THE NEWLY-FORMED Snader Productions continues to release pictures of the quality, performance and interest that embellishes "The Wooden Horse," British-made, it stands to go far in the realm of distribution.

The subject base is life as it is lived in a prisoner-of-war camp, where the long, weary days, the routine duties, the feeling of being forgotten, are the things the camera catches as some prisoners plot patiently for escape. In this Wessex Film production, producer Ian Dalrymple and director Jack Lee succeeded in turning gray matter into more exciting colors.

The whole weight of this closely-knitted British film is centered on the escape of a group of British fliers from a German internment camp. To accomplish this, they revert to that old device of the wooden horse decoy. Only, they use the athletic counterpart of the Trojan deception. While the rest of the prisoners engage in athletic exercises, a prisoner hides inside the wooden enclosure and digs a tunnel. The prisoners get away with the deception and three of them, after some perilous adventures in Germany and Denmark, escape to Sweden and freedom.

The excellence of the production is largely attributable to the cast, headed by Leo Genn, David Tomlinson and Anthony Steel. Genn, is most believable in practically any circumstance, whether while exhausted from digging the tunnel or knifing a German sentry to death. Tomlinson and Steel match his performance.

The film was shot in part in Germany and Denmark, and has a realistic flavor. The script, written by Eric Williams and adapted from his own novel, keeps the dialogue to bare essentials. It is a story excitingly and well told and should stand a good chance everywhere, both in and away from the art houses. Others in the cast are David Greene, Peter Burton, Patrick Waddington, Michael Goodliffe, Anthony Dawson, Bryan Forbes, Dan Cunningham and Lis Lowert. Running time, 98 minutes. General audience classification. Release date, Aug. 28.

'Sunday News'

(*Continued from page 1*)

"Timed to appear after the start of the industry's nationwide campaign, this special section of the country's biggest newspaper will be an important factor in sustaining the campaign's momentum. Movie attendance all over the country will be directly stimulated."

In two previous years the N. Y. *Sunday News* has devoted its coloroto section entirely to current and forthcoming films. The Sunday edition has a circulation of 4,000,000, approximately half of which is sold outside the New York Metropolitan area.

Republic Sets Dividend

A dividend of 25 cents per share on preferred stock payable Oct. 1, to stockholders of record on Sept. 12, has been declared by the board of directors of Republic.

Hollywood-Broadway Game for UCP Aid

A Hollywood vs. Broadway comedy softball game will be played for the benefit of United Cerebral Palsy tomorrow night at the Polo Grounds. Eddie Cantor will captain the Hollywood team of celebrities and Mimi Benzell the Broadway team. Steve Allen will be master-of-ceremonies and the New York Fire Department Band will provide music. Nearly 100 celebrities have volunteered to participate.

Reception for Wanger

BOSTON, Sept. 4.—Walter Wanger, producer for Monogram-Allied artists, will arrive in Boston on Thursday and a reception will be given in his honor by the company at the Hotel Bradford. He will meet with New England circuit and independent exhibitors as well as members of the press.

WALD-KRASNA
presents

FARLEY GRANGER · SHELLEY WINTERS

in

Behave Yourself!

with
WILLIAM DEMAREST · FRANCIS L. SULLIVAN
MARGALO GILLMORE · LON CHANEY

TRADE SHOWINGS

ALBANY	Palace Theatre	Tues.	9/11	8:30 P.M.
ATLANTA	Paramount Thea.	Fri.	9/14	9:00 P.M.
BOSTON	Memorial Thea.	Mon.	9/10	8:00 P.M.
BUFFALO	Amherst Theatre	Wed.	9/12	8:30 P.M.
CHARLOTTE	Manor Theatre	Tues.	9/11	9:00 P.M.
CHICAGO	Grand Theatre	Mon.	9/10	8:30 P.M.
CINCINNATI	Albee Theatre	Mon.	9/10	9:15 P.M.
CLEVELAND	Palace Theatre	Fri.	9/14	8:30 P.M.
DALLAS	Palace Theatre	Tues.	9/11	6:00 P.M.
DENVER	Broadway Thea.	Mon.	9/10	8:00 P.M.
DES MOINES	Orpheum Thea.	Thurs.	9/13	8:30 P.M.
DETROIT	Uptown Theatre	Mon.	9/10	8:30 P.M.
INDIANAPOLIS	Indiana Theatre	Tues.	9/11	8:15 P.M.
KANSAS CITY	Missouri Thea.	Mon.	9/10	8:30 P.M.
MEMPHIS	Palace Theatre	Tues.	9/11	8:30 P.M.
MILWAUKEE	Garfield Theatre	Tues.	9/11	8:30 P.M.
MINNEAPOLIS	Orpheum Thea.	Wed.	9/12	8:45 P.M.
NEW HAVEN	Poli Theatre	Wed.	9/12	8:30 P.M.
NEW ORLEANS	Orpheum Thea.	Mon.	9/10	8:30 P.M.
OKLAHOMA CITY	Center Theatre	Wed.	9/12	8:30 P.M.
OMAHA	State Theatre	Tues.	9/11	8:30 P.M.
PHILADELPHIA	Broadway Thea.	Mon.	9/10	8:30 P.M.
PITTSBURGH	Stanley Theatre	Tues.	9/11	8:30 P.M.
PORTLAND	Paramount Thea.	Fri.	9/14	8:30 P.M.
ST. LOUIS	Missouri Thea.	Thurs.	9/13	8:00 P.M.
SALT LAKE CITY	Centre Theatre	Mon.	9/17	8:30 P.M.
SAN FRANCISCO	Golden Gate Theatre	Mon.	9/10	9:00 P.M.
SEATTLE	Paramount Thea.	Wed.	9/12	8:45 P.M.
SIOUX FALLS	Hollywood Thea.	Thurs.	9/13	9:00 P.M.
WASHINGTON	Keith Theatre	Mon.	9/10	8:30 P.M.

Distributed by
RKO RADIO PICTURES

Produced by JERRY WALD and NORMAN KRASNA • Screenplay and Direction by GEORGE BECK

Lippert in Joint UK Production Deal

LONDON, Sept. 4.—Arrangements for production here of 12 films a year have been completed by Robert Lippert in partnership with James Carreras's Exclusive Films.

The Riverside studios here and Mancunian studios in Manchester have been leased, with shooting on the first, "Dead on Course," starring Zachary Scott, starting this week at Riverside. Seven additional films are planned for the same studio and four others for the Manchester plant.

UK Labor Party Hits Film 'Monopolies'

LONDON, Sept. 4.—A just-issued Labor Party pamphlet links the film business with the brewing industry in an attack on private monopolies which is generally accepted as outlining the platform on which the Governmental Party will fight the forthcoming general election.

Hitting among other things at the tieing up of "retail outlets for their own goods, and at the same time denying outlets to rivals," the pamphlet concludes: "Nationalization of private monopolies, where they can neither be broken up nor adequately controlled, is therefore desirable."

TAXES

...a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—have become a major factor in the distribution of your holdings.

To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes . . . A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today...while you're thinking about it.

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Mayor to Attend NY 'Movietime' Rally

Vincent R. Impelliteri, mayor of New York, will be on hand for the meeting tomorrow morning at the RKO 58th Street Theatre which will kick-off the Greater New York campaign of "Movietime U.S.A.," he has informed the industry here.

The big rally will create a half-holiday for home office and film exchange personnel of most companies and theatre employes.

UK Studio Union Starts 2nd Film

LONDON, Sept. 4.—The Association of Cine and Allied Technicians, British studio union, announced that its second cooperatively-made film production, "Night Was Our Friend," was started at the Viking studios here yesterday.

The Union's First Film

The union's first film, "Green Grow the Rushes," was made with money largely furnished by the National Film Finance Corp., the government agency. British Lion agreed to distribute it but no trade show date has been set yet and neither of the major circuits has to date accepted it. It is understood that William Gell's Monarch Films, has agreed to distribute the new film, the financial arrangements for which were not disclosed. ACT recently has been critical of the Film Finance Corp.

'Woman' Grosses Big At Several Places

RKO Radio's "His Kind of Woman" is hitting high grosses in several places, reports indicate. At the Orpheum in Denver it grossed $3,000, the best any RKO picture has done since "Cinderella," two years ago. At the Center in Little Rock it opened to $15,000. The Roger Sherman Theatre in New Haven grossed $8,500.

At the Roosevelt, Chicago, the second week was as big as the first, which saw a gross of $30,000. The picture is holding for a third. At the Goldman, Philadelphia, a second week of $14,000 followed a big first week, and the picture is also holding there for a third week. In Denver, at the Orpheum, a $17,000 first week assured a hold-over and chalked up the best gross the theatre has had in months. The Palace, Cincinnati, registered $12,500, for a better than 50 per cent increase in what the theatre has been averaging recently on RKO pictures.

'Street Car' Grossed $27,000 in 4 Days

ATLANTIC CITY, Sept. 4.—Opening to top business at the Warner Theatre here on Friday, its world premiere date, Warner's "A Streetcar Named Desire," continued its big draw by attracting a record weekend business for the season and the best Labor Day weekend for the past seven years at this house, rolling up a gross of $27,000 in the first four days, it is reported here.

Phila. Unites

(*Continued from page* 1)

"Movietime" might not be a prelude to the lifting of Eastern Pa. Allied's suspension from national Allied inasmuch as that was known to be one of the major areas of disagreement between the regional and the national organizations.

After hearing explanations of the "Movietime U.S.A." campaign by O'Donnell and Mayer the Philadelphia group said they were in complete harmony with the "Movietime" movement and agreed to mesh the plans for the earlier Philadelphia movement into the overall national effort. They immediately telephoned J. J. O'Leary, Scranton exhibitor; Ted Schlanger and William Manzell, the latter chairman of the Philadelphia distribution committee, and arranged for a mass industry meeting to be held the morning of Sept. 12 in either the Mastbaum or Boyd Theatres, Philadelphia.

As head of the distribution group in Philadelphia, Manzell promised that salesmen of all the major companies would be sent immediately throughout the territory to enlist the attendance of all exhibitors at the meeting. Philadelphia exchanges are expected to be closed for the duration of the meeting, and every effort, according to Samuelson, will be made to make the Philadelphia meeting equal in size and enthusiasm to the "Movietime" session recently held in Atlanta, which was about the biggest of those held recently.

Depinet to Speak At Illinois Meeting

Ned E. Depinet, head of the Council of Motion Picture Organizations and of RKO, will be one of the speakers at a meeting of Illinois exhibitors on Sept. 10 in the Esquire Theatre, Chicago.

Eastern Missouri and South Illinois in Drive

Organization of "Movietime U.S.A." campaigns in Eastern Missouri-Southern Illinois and among the Virginia Peninsula exhibitors was announced here yesterday by the Council of Motion Picture Organizations.

The Virginia exhibitors elected James Booth chairman of a committee to map their participation in the drive which in that section will be known as "Movietime in Virginia, U.S.A." The committee include Leonard Gordon, Herbert Morewitz, David Garvin, Jr., John Bateman, Jesse Odum and Bill Jasper.

Presided over by Frank Plumlee, the Missouri-Illinois meeting, which was held in the Missouri Theatres, St. Louis, was addressed by Robert J. O'Donnell, "Movietime" national director, and Arthur L. Mayer, COMPO executive vice-president. Edward B. Arthur was named area chairman, with Herbert Bennin as distribution co-chairman. Vice co-chairmen are Tom Bloomer and Plumlee. Also named was a publicity committee consisting of Russell Bovim, A. B. Jefferies, Robert Johnson, David Jones and Herb Washburn.

Marcus, Mintz, Lorentz Top Milwaukee Campaign

MILWAUKEE, Sept. 4.—At the organizational meeting held at the weekend Ben Marcus and Harry Mintz were appointed co-chairmen for the "Movietime U.S.A." drive here. Jack Lorentz is chairman for distributors. Full committees will be appointed at another meeting Thursday. The kick-off meeting is set for Sept. 11.

SRL Features Films On Front Cover

For the first time in the life of the publication, the current issue of the *Saturday Review of Literature*, dated Sept. 1, devotes its cover to motion pictures—Paramount's "A Place in the Sun" and Warner's "A Streetcar Named Desire."

Sketches of George Stevens, director of the former, and Elia Kazan, director of the latter, are featured on the cover. Hollis Alpert's "rave" reviews of the two pictures are headed "Double Bounty from Hollywood."

The magazine says it plans to continue giving front cover attention to films "because we believe the motion picture is a medium of entertainment, communication and artistic interest of such importance from our viewpoint that we can no longer afford to give it less than continued and major coverage."

End Hearings on Taft-Hartley Law

WASHINGTON, Sept. 4.—A Senate Labor sub-committee today concluded hearings on bills to ease union shop provisions of the Taft-Hartley law in the film, construction, maritime and other industries, but left the record open for two weeks for additional comments from anv interested parties.

Committee officials said there probably would not be any executive session work on the bills before the two-week period is up. Since Congress hopes to adjourn Oct. 1, the lawmakers would have to work very fast to get the legislation through both Senate and House before quitting time.

M-G-M Promoting 'Angels in Outfield'

M-G-M field sales executives, in a desire to get as many exhibitors as possible to see "Angels in the Outfield," have scheduled 42 "closer-to-home" screenings and are now lining up nine additional screenings. These are in addition to the regularly scheduled trade showings in each branch area.

Six non-exchange screenings of the picture already have been held and several offices have yet to be heard from before the list is completed. Today six screenings are scheduled; tomorrow 12 more will be held; Friday two; Monday, one; Tuesday, two; Sept. 12, eight; Sept. 13, two; Sept. 14, one; Sept. 17, one; Sept. 18, two; Sept. 25, one and Oct. 2, one.

Oregon Campaign Headed by Graeper and Mattacheck

PORTLAND, Ore., Sept. 4.—Two leading independent theatre owners, William Graeper, Jr. and M. W. Mattacheck, both officers of Independent Theatre Owners of Oregon, will head the "Movietime" drive in this section

TV Theatre

(*Continued from page* 1)

facilities which also could be made available for theatre telecasts at some future date.

In order to graphically illustrate vhat the relay charge to an individ- al theatre would be in such events s exclusive telecasts of major bouts, \. T. and T. has set up a hypothetical heatre TV network covering 12 cities, tretching 1,782 miles from New 'ork to Minneapolis. The total initial ost of relaying the event for one hour or the entire network would be $7,782, vhile the cost per theatre, assuming ne theatre for each city, would be 648.

The relaying charges, it was pointed out, vary with the distances involved in the network, the number of outlets in the network, whether the customer is an occasional user such as theatres have been so far, or whether the customer is a contract user as are television networks which rent facilities over a monthly period, contracting for eight consecutive hours per day.

The relative cheapness of the service or contract users is pointed up by he A. T. and T. charge of 20 cents er air mile as compared to the $1 gure paid by the occasional user such s theatres.

In A. T. and T.'s theoretical net- vork, which covers 1,782 miles and akes in the cities of New York, 'hiladelphia, Wilmington, Baltimore, Vashington, Cleveland, Toledo, Chi- ago, St. Louis, Kansas City, Omaha, nd Minneapolis, the inter-city mile er hour cost or what the company alls the inter-exchange channel cost, vould total $1,782 for theatres, as ompared to $356 for the contract ser.

In addition, the occasional theatre user in the hypothetical network must pay a station connection charge of $200, a connection operation charge of $10, and a fee of $211 for local channels. The theatre also would pay for audio service in addition to the video service which would average up to about $54 per theatre in the hypothetical network, plus an additional initial charge of $25 per theatre for installation and equalization.

The hypothetical network is based n one hour of service with all local hannels, that is from the terminal oint of the cable or radio relay facil- ty to the theatre, estimated at three niles.

The allocation of cost per theatre, t was explained, diminishes as more utlets or theatres within a given dis- ance are hooked up in the network. 'or example, in the hypothetical net- vork instead of, as assumed, having ne theatre in each of the 12 cities, here were two, three or four theatres n one or more cities, the mile per hour harge of $1,782 would remain fixed, vhile the number of theatres would ncrease and therefore the cost per heatre for that charge would de- rease.

Sandwiched in between the occa- ional user and the contract customer, he A. T. and T., which operates the Bell system radio relay routes, has an- ther classification under the heading of "Each Additional Service Within the Month." That is, if the same hypothetical network after carrying one event on its large theatre TV screen, would in the same month book another event the total cost would then be $2,622, compared to $7,782 for the initial telecast, or $218 per theatre as compared to $648 per theatre.

These rates for services cover situations where the particular theatre would be in a city covered in the Bell system route, it was pointed out. If a theatre wanted to hook up to a network, but was not in a city having Bell cable or microwave facilities, A. T. and T. would have to make a survey of the situation before quoting prices.

Costs of 12-City Network

Below is an itemized schedule of relay costs prepared by the American Telephone and Telegraph Co. for a hypothetical 12-city theatre television network, stretching 1,782 miles from New York to Minneapolis:

Occasional Service (Such as Present Telecasts to Theatres)

Charges for the First Service Each Month	*Total Charge For 12 Theatres*	*Average Per Theatre*
For Video Facilities		
Inter-city or inter-exchange (1,782 miles x $1 per mile)	**$1,782**	**$148.50**
Station Connections	**2,400**	**200**
Connection Operation	**120**	**10**
Local Channels	**2,532**	**211**
Total Video Charges	**$6,834**	**$569.50**
For Audio Facilities		
Inter-city or inter-exchange (1,782 miles x 15 cents per mile)	**$267**	**$22**
Station Connections	**240**	**20**
Connection Operation	**21**	**1.75**
Local Channels	**120**	**10**
Total Audio Charges	**$648**	**$53.75**
Total Video and Audio Charges	**$7,482**	**$623.25**
Plus an initial charge on audio local channels for installation and equalization	**300**	**25**
Grand Total of All Charges	**$7,782**	**$648.25**

Charges for Each Additional Service Within the Month	*Total Charge For 12 Theatres*	*Average Per Theatre*
For Video Facilities		
Inter-city or Inter-exchange (1,782 miles x $1 per mile)	**$1,782**	**$148.50**
Station Connections	....	....
Connection Operation	**120**	**10**
Local Channels	**432**	**36**
Total Video Charges	**$2,334**	**$194.50**
For Audio Facilities		
Inter-city or Inter-exchange (1,782 miles x 15 cents)	**$267**	**$22.28**
Station Connections	....	....
Connection Operation	**21**	**1.75**
Local Channels	....	....
Total Audio Charges	**$288**	**$24.03**
Total Video and Audio Charges	**$2,622**	**$218.53**

In the above table charges for video are based on one hour of service and all local channels estimated at three miles, while audio charges are also based on one hour of service and all local channels estimated at $10 per month.

1,500-Seat Boston House

BOSTON, Sept. 4.—Cinema Theatre, the new 1,500-seat house to be operated by Smith Management Co., of which Philip Smith is president, will open on Sept. 20 as part of the newly-constructed Shoppers World.

Totman, Burger and Kahn Are Promoted

PITTSBURGH, Sept. 4.—Jimmy Totman, former district publicity chief for Warner Brothers and now head manager of the company's Erie District, has been named assistant to Harry Feinstein, zone manager for Warner's New England territory. Henry Burger, advertising director here will succeed Totman in Northwest Pennsylvania and Jack Kahn moves into the spot vacated by Burger.

Bingo Ohio Violation

CINCINNATI, Sept. 4.—Bank Night, Bingo and similar games are in violation of the Ohio Constitution, even when operated for charitable purposes, and should be halted by enforcement officers, it was ruled by Municipal Judge Harry S. Wycoff at Alliance. The decision affects Marsch Theatres, Inc., in Alliance.

Denies Favoring Video Networks

A spokesman for the American Telephone and Telegraph Co. yesterday denied favoring television networks over theatre networks in allocating radio relay facilities.

If theatres would be able in the future to rent relay facilities on a monthly basis rather than on an occasional basis, theatre networks would get the same priority as television networks, it was stated. As to handling requests by theatres for the use of relay facilities, it was said, A. T. and T. considers the specified cities, the time, the number of facilities available, and prior commitments in passing on the request.

New Relay Routes

(*Continued from page* 1)

City, Wichita, Tulsa, Oklahoma City, Ft. Worth, Dallas, Austin and San Antonio. These relay facilities, it was stressed, are for telephonic communications but they could be used, as in the past, for theatre television.

The company is also planning a supplemental microwave route in the South, taking in three new cities, Nashville and Chattanooga, Tenn., and Lynchburg, W. Va. The supplemental route would extend from Washington to Atlanta and then North to Louisville.

The construction program, it was explained, depends a good deal on the availability of material for its completion and the world situation.

Monday Set for Meet On TV Frequencies

WASHINGTON, Sept. 4.—Spokesmen for producers and exhibitors will meet in New York next Monday to discuss plans for presenting the industry's case for theatre television frequencies to the Federal Communications Commission.

Attending the meeting will be top officials and television experts of the Motion Picture Association of America, Allied States Association and the National Exhibitors Theatre Television Committee.

Compatible TV Receiver for CBS

The first fully compatible TV receiver—one in which standard black-and-white programs as well as color broadcasts are received in black-and-white—to be introduced by any television manufacturer since the Supreme Court decision in favor of the CBS system of color telecasting was announced here yesterday by D. H. Cogan, president of CBS-Columbia, Inc.

Hit Cincinnati Drive-In

CINCINNATI, Sept. 4.—Residents in the vicinity of the Twin Drive-in, the only outdoor theatre within the city limits, have petitioned the City Council to halt the noise of the loudspeakers, the blowing of automobile horns late at night and the scattering of paper from the concession stands, all of which they contend constitutes a neighborhood nuisance.

100% SOCK REVIEWS ON M·G·M's "AMERICAN IN PARIS!" (Technicolor)

Typical sample of all trade paper reviews is this one from M. P. DAILY:
(A Front Page Review)

"Nothing quite like M-G-M's 'An American In Paris' has come from Hollywood. It has Gene Kelly's finest performance, George Gershwin's music, new faces and fine talents. May well mark a new milestone in film musicals. Entertainment with a capital E."

M-G-M presents "AN AMERICAN IN PARIS" to the music of George Gershwin starring GENE KELLY and introducing LESLIE CARON with OSCAR LEVANT • GEORGE GUETARY • Nina Foch • Color by TECHNICOLOR • Story and screenplay by Alan Jay Lerner • Lyrics by Ira Gershwin • Directed by Vincente Minnelli • Produced by Arthur Free

100% SOCK REVIEWS ON M·G·M's "ANGELS IN THE OUTFIELD!"

Typical sample of all trade paper reviews is this one from VARIETY:

"'Angels In The Outfield' bids fair to be one of the year's top grossers. Fine box-office outlook for this rip-roaring comedy fantasy, starring Paul Douglas, Janet Leigh and introducing little Donna Corcoran, 'another Shirley Temple.'"

M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS • JANET LEIGH • with Keenan Wynn • Lewis Stone • Spring Byington • Bruce Bennett and introducing Donna Corcoran • Screen Play by Dorothy Kingsley and George Wells • Based on a Story by Richard Conlin • Produced and Directed by Clarence Brown

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 46 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 5, 1951 TEN CENTS

Majors, AFM Extend Pacts To Next Jan.

Studio Musicians' Deal Expiration Was Aug. 31

Possibly preferring to see what hanges television will have to offer n the next six months now that Coast-to-Coast video has been chieved, major motion picture proucers and James C. Petrillo's Amer-can Federation of Musicians have ostponed to Jan. 15 discussion of vages for studio instrumentalists nder new contracts.

The latest two-year pacts between the majors and AFM were due to expire last Friday, but announcement came yesterday from Petrillo's office here that the contracts have been extended to Jan. 15 by mutual consent.

The AFM spokesman who made he announcement could give no eason for the extension. The pacts s they now stand are extensions of erms in the previous two-year pacts.

(Continued on page 9)

New Video, Radio Relay Routes for South, Southwest

Projected new radio relay facilities or the South and Southwest which ould be used for theatre television vere outlined yesterday by American Telegraph and Telephone Co., which perates the Bell System radio relay outes.

Under the present construction program, a target date of late 1952 has een set for the Southwest route which vill have terminal points in Kansas

(Continued on page 17)

Set Membership for Pioneers Fund Unit

Full membership has been set for he three divisions of the ticket sales ub-committee of the fund committee f the Foundation of Motion Picture Pioneers it was announced by the hairmen in New York yesterday.

John J. O'Connor, chairman of the listributors ticket committee, an-

(Continued on page 9)

Phila. Unites For Drive

Complete harmony has embraced the planning for the "Movietime U.S.A." box-office drive in the Philadelphia area. In the wake of rumors of a split in Philadelphia exhibitor ranks over cooperation with the Council of Motion Picture Organizations' national "Movietime" campaign, plans for a rally in that city Sept. 12 were agreed upon yesterday at a meeting here between exhibitors and Robert J. O'Donnell, national drive director.

Attending the meeting were Sidney Samuelson, Albert Cohen and Paul Klimen, all of Philadelphia, and O'Donnell, Arthur L. Mayer and Robert W. Coyne of COMPO. Samuelson, who is head of Eastern Pennsylvania Allied, and Cohen and Klimen recently led in the organization of a special Philadelphia industry drive and the raising of a fund for the purpose of increasing theatre attendance.

Speculation was active in the industry here yesterday whether Samuelson's truce with COMPO and

(Continued on page 16)

'Sunday News' Sets Color Film Section

As an assist to the industry's "Movietime U.S.A." campaign, the New York *Sunday News* again will devote one of its entire Coloroto Magazines to the season's new motion pictures. The Sunday magazine feature has been dated for Nov. 11.

The *News'* announcement stated:

(Continued on page 14)

A. T. & T. SETS TV THEATRE RATES

Rank's Top 3 Firms InBlack; BankDebt Cut $19,803,938

London, Sept. 4. — A sharp improvement in earnings of two of J. Arthur Rank's three principal companies, Gaumont British Picture Corp. and Odeon Theatres, with continuing profitable operations for the third, British and Dominions Corp., was reported here today for the year ended June 23 last.

Gaumont British reported a profit of £711,181 ($1,991,306) for the year, against a profit of £508,398 ($1,423,514) for the preceding year. Odeon reported a profit of £277,980 ($778,344), which compares with a loss for the preceding year of £124,828 ($349,518). British and Dominions had a profit of £151,468

(Continued on page 9)

Basic Charge of $1 per Air Mile for Houses On 'Occasional' Service

By MURRAY M. HOROWITZ

With interest in theatre television mushrooming, the American Telegraph and Telephone Co., which operates inter-city cable and microwave routes over which telecasts are carried, in exploring the question of costs paid by theatres for its service, yesterday made public such basic charges as the rate of $1 per hour per air mile for what A. T. and T. defines as an "occasional user."

Other charges, all of which are filed by the company with the Federal Communications Commission in Washington, include station connections, connection operations and payments for local channels, in addition to an audio charge.

A. T. & T.'s theatre TV cost schedule takes on added significance to exhibitors with the scheduled completion later this month of Coast-to-Coast relay

(Continued on page 17)

Broidy Opens Mono. Kansas City Meet

Kansas City, Sept. 4.—Production and sales executives from Allied Artists and Monogram arrived here today for a two-day meeting at the Muehlebach Hotel to discuss plans for the companies' 1951-52 program.

Arriving from the West Coast were Steve Broidy, president; Harold

(Continued on page 9)

National Supply in 35 Theatre TV Deals in 60 Days

Thirty-five theatre television systems have been ordered by exhibitors in 60 days, reports National Theatre Supply, which offers this as "tangible evidence that interest in this new medium continues to be on the rise and going strong." As customary, the company withheld the names of purchasers' identities and names and locations of theatres for which the sets

(Continued on page 12)

Big B'way Business Week; Record for 'People' at Roxy

Cold and rainy weather which hit the Middle Atlantic and New England states during the three-day Labor Day weekend proved to be a boon to business at New York's first-run theatres. The beaches around the city may have been virtually deserted, but Broadway was bustling. For example, the Roxy, where "People Will Talk" is combined with an ice and variety revue on stage, reported a weekend gross of $95,000, the biggest Labor Day weekend in the history of the theatre.

All but one or two Broadway first-runs enjoyed weekend business that was above average. The current week therefore is expected to go on record as one of the best for those houses

(Continued on page 9)

Perfect Images For Truman Telecast

President Harry Truman's address to the Japanese treaty delegates in San Francisco was telecast here last night on the new AT&T coast-to-coast radio micro-wave relay facilities with the most perfect images. This telecast was done at the special request of the State Department; regular service will not start until later.

Says Industry Fared Well on Tax Bill

Washington, Sept. 4.—Senate Finance Committee officials said they thought the motion picture industry had fared very well in the Committee's rewriting of the House provision lifting the admission tax from various non-profit entertainments.

The final language of the provision may not be drawn for a day or two,

(Continued on page 12)

Personal Mention

STANTON GRIFFIS, U. S. Ambassador to Spain and chairman of the executive committee of Paramount Pictures, is returning to New York from Madrid for a medical examination at New York Memorial Hospital.

•

CLARENCE BROWN, M-G-M producer-director, and PAUL DOUGLAS will arrive here from the Coast today, and will leave tomorrow for Pittsburgh.

•

HARRY A. BURKE, city manager for Benton Theatre Enterprises, was appointed temporary Commissioner of Public Safety of Albany, N. Y., by the City Council.

•

RONALD STANLEY SALAND, son of NATHANIEL SALAND, president of Mercury Film Laboratories here, is engaged to MISS MARILYN LEVY of Brooklyn.

•

CHUNE PINTHANON, managing director of United Cinema Co., Ltd., operators of five theatres in Bangkok, Thailand, was in New York last week on a trip around the world.

•

MAURICE N. WOLF of M-G-M's exhibitor relations field staff, will return to Boston tomorrow following a vacation at the Thousand Islands.

•

I. J. SCHMERTZ, 20th Century-Fox branch manager in Cleveland, became a grandfather again when his daughter gave birth to a girl.

•

LOUIS CHARNINSKY, manager of Interstate's Capitol Theatre, Dallas, is leading the current Dallas Chamber of Commerce membership drive.

•

ROBERT THOMSEN, M-G-M producer, has returned to Culver City from Washington.

Finkelstein, Weiner Form New Company

Edward Finkelstein, who has served as executive assistant to I. E. Lopert, president of Lopert Films Distributing Corp. for the past four years, is resigning his post, effective immediately.

Finkelstein is joining Sanford Weiner to form a new distributing company. The new company will distribute both theatrical and TV film and is also prepared to handle partial financing of independent production for both mediums. The new company's first release for theatrical distribution will be "The Emperor's Nightingale."

After an honorable discharge from the Armed Forces in 1945, Finkelstein joined M-G-M International, in charge of casting and scheduling. He left M-G-M for a post with RKO where he directed narration of films for foreign distribution, leaving that company to join Lopert Films.

Schwalberg to Head 3-Day Para. Meet

A meeting of Paramount's divisional sales managers will be held at the home office here on Sept. 13, it was announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg will preside over the three-day conclave. Key point on a crowded agenda will be a discussion of selling and liquidation of current product for the "Confidence Parade of 1951," sales drive now in progress and scheduled to end Dec. 1.

Others attending will include division managers Hugh Owen (Eastern and Southern), Howard G. Minsky (Mid-Eastern), J. J. Donohue (Central), M. R. Clark (South Central), and George A. Smith (Western), along with Gordon Lightstone, Canadian General Manager. Among home office executives will be Barney Balaban, Adolph Zukor, Paul Raibourn, E. K. O'Shea, Oscar Morgan, Jerry Pickman, Sid Blumenstock, Robert J. Rubin, Monroe R. Goodman, Fred Leroy, Arthur Dunne, Martin Friedman, Harold Beecroft, Joseph A. Walsh, George Schur and Sid Mesibov.

Crafts' Wages Rise

HOLLYWOOD, Sept. 4. — Average weekly earnings of studio craft workers were $105.88 during July, the California department of industrial relations reports. The figure compares with $104.79 for June.

Announcement

Raymond Levy, who joined the executive staff of Quigley Publications as director of sales and promotion in September 1950, has been elected a vice-president of Quigley Publishing Company, Inc.

Raymond Levy

Levy has had a long and varied experience in the publishing business, including 10 years in motion picture trade journalism, and is a specialist in motion picture advertising, promotion and merchandising.

In addition to general duties as a member of the executive staff of Quigley Publications, which include *Motion Picture Herald, Motion Picture Daily, Better Theatres, Motion Picture Almanac* and *Fame*, he will continue as director of sales and promotion.

Spellman to Allied Convention Luncheon

Francis Cardinal Spellman has accepted the invitation of Allied States Association to be a guest and deliver the invocation at the luncheon at the Biltmore Hotel here on Oct. 30 which will open the national Allied convention, it was announced in New York yesterday by Wilbur Snaper, general convention chairman.

Other guests at the luncheon will include the presidents of the distribution companies.

B'nai B'rith Program Will Start Oct. 6

New York's Cinema Lodge of B'nai B'rith will launch its 1951-52 fund-raising program with a theatre party at the musical show "Bagels and Yox" at the Holiday Theatre in New York on Saturday evening, Oct. 6, Martin Levine, president, has announced.

In revealing the decision of the Lodge to use a theatre party as part of its program of seeking new methods of helping to raise funds needed by the B'nai B'rith agencies, including the Anti-Defamation League, Hillel, B.B.Y.O. and Vocational Guidance, Mr. Levine called for all-out support from the more than 1,000 entertainment industry members of Cinema Lodge.

Cy Seymour has been appointed chairman of the theatre party committee which includes David Stern, Richard Malkin, Bert Kulick, Jack H. Hoffberg, Robert K. Shapiro, Jack Cohen, Mack Clark and Milton Livingston.

Science-Fiction Unit Cites 20th's 'Day'

NEW ORLEANS, Sept. 4.—The first "Certificate of Merit" ever accorded a motion picture by the Science-Fiction Writers of America was awarded today to 20th Century-Fox's "The Day the Earth Stood Still" at their annual convention here.

The certificate was awarded following a special showing of the film at the Saenger Theatre. Also voted by the writers was full support of "The Day the Earth Stood Still" by local science-fiction clubs throughout the country, with club members set to use the film as a vehicle to promote interest in "out-of-this-world" affairs.

Baker Will Manage Ace RKO Theatre

Jerome Baker has been named manager of RKO's Keith Theatre, ace house in Washington, succeeding the late Hardie Meakin, Baker's promotion follows 23 years of service with the theatre company. Baker has been associated with RKO in St. Paul, Cincinnati, New York City and most recently Rochester. The appointment becomes effective on Wednesday,

Newsreel Parade

THE signing of the Philippines-U. S. defense pact and Gov. Dewey's return from the Far East head current newsreel stories. Other items include fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 72—U. S.-Philippines defense pact. Dewey back from Far East. U. S. jet planes based in England. Wounded flown to hospital ship. "Little Sisters" beauty contest. High-dives to raise money. Football training.

NEWS OF THE DAY, No. 202—Philippines and U. S. sign defense pact. Diving padre. Baby monkey. Paris reveals new fall, winter modes at fashion show. Army starts building new football team in training sessions.

PARAMOUNT NEWS, No. 5—Army and Navy make pre-fall headlines. People in the spotlight: Gov. Dewey, Czech ambassador, Gov. Warren, Princess Margaret. Paris: fall and winter fashions. U. S.-Philippines pact. Florida beauties.

TELENEWS DIGEST, No. 36A—U. S. bombers in action. Ethiopians get U. S. weapons and training. U. S. family seeks son's release from Czechs. Jehovah's witnesses meet. France: daring priest stunts for church. Alpine troops in maneuvers. Paris: fashions.

UNIVERSAL NEWS, No. 488 — Gov. Dewey returns. Italy: global existence. Helicopter lands on hospital ship. Army and Navy football practice. German gymnasts. Hot rod race. Auto classic.

WARNER PATHE NEWS, No. 7—Build new Army team. Philippines and U. S. sign pact. Dewey home. Puerto Rico becomes new U. S. boom place. Helicopter ambulance in sea test. California: "Lending library" for toys. Red hot rods. Golf.

Gillin Named 'U's' Manager in Seattle

Donald Gillin has been named Universal branch manager in Seattle by Charles J. Feldman, domestic sales manager. He succeeds L. George DeWaide, who has retired from the industry to go into business for himself.

Gillin joined Universal in June, 1949 as a salesman in Denver and was promoted to salesman in Los Angeles in March, 1950. Before joining Universal, Gillin was a Major in the U.S. Army and held film salesmen posts with Warner and Columbia.

Gross Is Ad Head Of Bernhard Firm

Syd Gross has joined Bernhard Productions here to coordinate publicity, advertising and promotion for all company product, it was announced by Joseph Bernhard, president.

Gross, who formerly was national director of advertising-publicity, for Film Classics, will work in cooperation with the advertising-publicity departments of 20th Century-Fox, through which Bernhard is releasing three independently-made pictures, first of which is "Journey Into Light," starring Sterling Hayden, Viveca Lindfors and Thomas Mitchell. The film is set for October release.

J. A. Ball Dies at 57

Joseph Arthur Ball, 57, physicist and inventor, died Monday in Los Angeles, according to word received here yesterday.

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EVERYTHING which has made the Motion Picture Theatre the home of mankind's greatest entertainment — has been reaffirmed and surpassed by one attraction

DAVID AND BATHSHEBA

ITS spectacular drama, springing from the Bible's most flaming story of transgression, is captured in the full magnificence of Technicolor. The great Motion Picture Screen comes fully into its own as legions clash and a tremendous cast of thousands recreate a world of passion and fire! Truly, it is a milestone in Motion Picture production.

Building, William R. Weaver, Editor. Chicago Bureau, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th CENTURY-FOX presents

DAVID AND BATHSHEBA

Starring

GREGORY PECK · SUSAN HAYWARD

color by Technicolor

RAYMOND MASSEY · KIERON MOORE

DARRYL F. ZANUCK · HENRY KING

THIS
24 SHEET
POSTER
IS
AVAILABLE
IN QUANTITY
FREE –
PLAN
YOUR
BILLBOARD
CAMPAIGN
NOW!...

"And so it came to pass
that David, Lion of Judah,
looked upon the adulteress, Bathsheba
. . . and for her he broke
God's own commandment."

Printed in U

N. Y. Grosses

(Continued from page 1)

in many months, and the prospect of a prosperous fall appears to figure strongly in the thinking of many theatre managers.

With $121,000 grossed in the first six days of the Roxy bill, a towering $135,000 was seen for the first week ending last night. Last Sunday was the greatest single Sunday in the history of the house, with $33,191 reported.

Of course the Roxy and most of the other Broadway first-runs added extra shows on one or more of the three days, and on Monday, Labor Day, had holiday prices posted.

Continuing to do mammoth business in its third week at the Rivoli is "David and Bathsheba," with a sky-high $80,000 in store following a huge weekend. Radio City Music Hall, meanwhile, still is demonstrating a powerful drawing capacity with "Show Boat" and a Russell Markert stage production; the seventh week is expected to total $145,000 in the light of $112,000 chalked up Thursday through Sunday night.

Business strength was evident also in no uncertain terms at the Capitol where the first week of "A Place in the Sun" (and no stage show) will end today with an estimated $96,000. The same can be said for "His Kind of Woman" and a stage bill topped by Jan Murray at the Paramount where the first week ended yesterday with $87,000, of which $51,000 represented revenue for the three-day holiday.

The Globe, where "Rhubarb" is the new tenant, is looking for a big first week gross of $31,500, and the Astor is due for a second week gross of $30,000 with "Jim Thorpe—All American," it being the strongest second week at the house since the beginning of the year.

A Handsome $30,000

A handsome $30,000 is indicated for the initial stanza, ending tomorrow, of "Painting the Clouds with Sunshine" at the Warner where the three-day holiday weekend tallied $22,000. Still strong is "Tales of Hoffman," the 22nd week of which will give the Bijou $11,000. At the Trans-Lux 52nd Street, off Broadway, "Kind Lady" is holding with an okay $8,900 for the fourth week. Business has perked up somewhat at the Mayfair where the initial week of "Little Egypt" looks like a good $12,500.

Lively Labor Day business will be responsible in no small way for a very good $14,000 which is indicated for the fifth week of "Oliver Twist" at the Park Avenue.

"Bright Victory," which is due for a modest $10,000 for the fifth week at the Victoria, will be replaced by "Saturday's Hero" on Sept. 11. Loew's State today gets a new film, "The People Against O'Hara," which supplanted "Iron Man"; the latter film had an 18-day run, the final four days of which hit $10,000, but yesterday's program at the theatre was marked by a preview of the new picture.

"Kon-Tiki" has given way at the Sutton after a 23-week run to "The Medium," an English-sung, Italian-made version of Gian-Carlo Menotti's musical drama. Final week for the departing film totalled a rousing $6,700. Proceeds from the premiere performance of "The Medium" this evening will be turned over to the American National Theatre and Academy, with the regular price run to start tomorrow.

Review

"The Well"

(Harry M. Popkin—United Artists)

A PICTURE of lasting impression, "The Well" relates the story of a small American city that erupts into race riots following the disappearance of a little Negro girl. Upon the subsequent discovery that she has fallen into a well, the townspeople discard their hostility and reunite in a long rescue vigil.

The theme is approached with a mature attitude and is developed with expressive and cumulative power. In fashioning the picture the bright young team of Clarence Greene and Russell Rouse laid paramount stress on entertainment values. The result is a film of outstanding merit.

Of course not all patrons respond to serious dramas, no matter how well done. Exhibitor experience is probably the best barometer of box-office possibilities in a given situation. One thing is sure. The picture will draw large segments of those hesitant patrons who go to the theatre only when the product compels. Another factor is that the film is going to provoke considerable word-of-mouth comment which has a high exchange rate at the theatre box-office.

The story starts as the gaily prancing little girl drops out of sight into an abandoned well. Last seen publicly with a white man, ugly rumors accelerate, and culminate in racial warfare. When finally the real facts are learned, the machinery of rescue moves into action like well-lubricated pistons. Structurally the screenplay seems curiously divided into two parts, the first dealing with the problem of racial strife, and the second with the relentless, absorbing effort to plough underground in a desperate race against time to save the tiny victim.

Everything about the picture has the dramatic forcefulness of honest reporting. The little-known cast performs with directness and credulity. Richard Rober is seen as the bustling sheriff; Barry Kelly, an industrialist whose alternating emotions spark both the riots and the rescue; Henry Morgan is the stranger suspected of kidnapping; Gwendolyn Laster plays the child and Maide Norman and Ernest Anderson her parents.

A Harry M. Popkin presentation, it was produced by Greene and Leo Popkin, and directed by Rouse and Popkin. Rouse and Green also did the dynamic screenplay.

Running time, 85 minutes. General audience classification. Release date, Sept. 24.

MANDEL HERBSTMAN

Pioneers Fund

(Continued from page 1)

nounced the appointment of the following members to his group: Al Lichtman, William Rodgers, Robert Mochrie, Al Schwalberg, Ben Kalmenson, James R. Grainger and Morey Goldstein. A. Montague and William Heineman have already been set as co-chairmen with O'Connor.

Ticket Sales Committee

The ticket sales committee for local exhibitors, of which Si Fabian and Sam Rinzler are co-chairmen, will consist of George Skouras, Sol Schwartz, Fred Schwartz, Harry Kalmine, Julius Joelson, Saul Strausberg, Max Cohen, David Weinstock, Joe Seider and Gene Picker. The out-of-town-exhibitors sub-committee, which is co-chaired by E. V. Richards and George Skouras, will also include Robert O'Donnell, Mitchel Wolfson, A. H. Blank, Frank L. Newman, Samuel Pinanski, Isador Rappaport, John Balaban, Sidney Lust and Jack Kirsch.

George Dembow, chairman for the suppliers and tradesmen division, has announced that, in addition to co-chairmen Oscar Neu, Alan Freeman and Charles O'Reilly, his committee will include Izzy Purse, Albert Senft and Jake Starr.

Evansville Theatres Closed by Strike

EVANSVILLE, Ind., Sept. 4. — All downtown theaters in Evansville, except Loew's Victory and Majestic are closed by a strike of AFL operators. Many neighborhood houses have also closed. Loew's contracts expire in 10 days; the others expired Aug. 31. Negotiations are apparently stuck on the issue of a six-day week with overtime for Sundays.

Rank's Profits

(Continued from page 1)

($424,110) last year, compared with a profit of £231,533 ($648,292) for the previous year.

Concurrently, the report showed, during the past year Odeon's bank indebtedness was reduced by £3,736,290 ($10,461,612), which, together with last year's reduction, makes a total reduction of its bank indebtedness for the two-year period amounting to £7,072,835 ($19,803,938). Odeon's bank indebtedness, however, still amounts to approximately $27,000,000.

Pay Five Per Cent

After paying its preference dividend, G-B will pay five per cent on its ordinary and ordinary A stocks. Nothing was paid on the ordinaries (common stock) last year. Odeon will not pay a dividend on either its preference or ordinaries this year but the directors announced they have declared the one year dividend in arrears on the preference shares to June 30, 1950, out of this year's profit.

British and Dominions will pay its preferred dividend but again will pay nothing on its ordinaries.

Studio Unions Set Wage Demand Dates

HOLLYWOOD, Sept. 4.—The studio unions (Teamsters, Laborers, Janitors, Plasterers, International Brotherhood of Electrical Workers) will present their wage adjustment demands to the major producers on Sept. 24. The Screen Actors Guild opens negotiations on the 17th. IATSE will open negotiations on October 2, with IATSE president Richard Walsh coming West to participate.

Majors, AFM

(Continued from page 1)

Continued in 1949 on the same terms because of a business decline in the industry, the contracts provided for reopening of negotiations after the first year if a business improvement was manifest. There was no reopening of negotiations in 1950.

AFM Convention

Last June at the AFM convention in New York, Petrillo disclosed that deals had been made with Republic and Monogram covering instrumentalists who supply music for soundtracks of films for TV. The agreements provided that a percentage of the gross of Republic and Monogram films shown on TV would be paid into a new musicians trust fund. There was provision too for the making of "fresh work" for musicians by dropping sound tracks of old films in favor of new tracks.

Broidy Opens Meet

(Continued from page 1)

Mirisch, vice-president; Walter Mirisch, executive producer; G. Ralph Branton, nominee for the company's board of directors; Harold Wirthwein, Western sales manager, and John C. Flinn, advertising-publicity director. Attending from New York are Morey Goldstein, sales vice-president; Ed Morey, vice-president; Lloyd Lind, supervisor of exchanges, and L. E. Goldhammer, Eastern sales manager. Jim Prichard, Southwestern district manager, in Dallas, is also on hand.

Newly appointed production head Walter Mirisch will screen at the session three recently completed Cinecolor specials, "Flight to Mars." "Fort Osage" and "Aladdin and His Lamp," which will be released before the new year.

Exhibitors Ready To Aid Bond Drive

Coincident with the national opening of the first Defense Bond Drive yesterday, motion picture theatres across the country geared themselves for a support of the first defense bond effort of the year. Samuel Pinanski, prominent New England theatre operator, is chairman of the motion picture industry's participation in the campaign.

Highlighting the industry participation in the drive is the announcement by Pinanski that press books and posters keyed to the campaign are already in the mail to the nation's theatres timed for the opening of territorial campaigns on behalf of the drive.

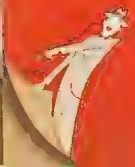
SAG Renominates Reagan, Holden

HOLLYWOOD, Sept. 4.—The Screen Actors Guild nominating committee has renominated Ronald Reagan, president, and William Holden, first vice-president.

Also nominated were Walter Pidgeon, second vice-president; John Lund, third vice-president; Paul Harvey, recording secretary; George Chandler, treasurer. Ballots will be sent out a month before Nov. 11 when the results will be announced.

DAVID AND BATHSHEBA

WILL BE PRESOLD
26 TIMES EACH TO EVERY
MAN, WOMAN AND CHILD
IN THE UNITED STATES
AND CANADA
THROUGH THE
GREATEST CAMPAIGN
IN 20 CENTURY-FOX HISTORY!



NOVEMBER'S IMPORTANT PLAYING TIME DEMANDS THE IMPORTANT ATTRACTIONS OF PARAMOUNT'S

MORE BETTER, BIGGER PICTURES

And for your immediate requirements, play all the ten champion grossers available now and in October in

Paramount's List With The Boxoffice Lift:

DATE	TITLE	CAST
JULY	PINE and THOMAS' **Passage West** COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S **The Big Carnival**	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' **Peking Express**	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS **That's My Boy**	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S **Warpath** COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.
SEPTEMBER	FRANK CAPRA'S **Here Comes The Groom**	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' **A Place In The Sun**	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S **Rhubarb**	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS **Crosswinds** COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	Darling, How Could You!	JOAN FONTAINE JOHN LUND MONA FREEMAN
NOVEMBER	GEORGE PAL'S **When Worlds Collide** COLOR BY TECHNICOLOR	The producer of "Destination Moon" has made this new, and startling interplanetary adventure . . . .
	Submarine Command	WILLIAM HOLDEN NANCY OLSON WILLIAM BENDIX
	WILLIAM WYLER'S **Detective Story**	KIRK DOUGLAS ELEANOR PARKER WILLIAM BENDIX CATHY O'DONNELL
DECEMBER	PINE and THOMAS **Hong Kong** COLOR BY TECHNICOLOR	RONALD REAGAN RHONDA FLEMING
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	BOB HOPE HEDY LAMARR

Yes, November is a vital boxoffice month—with its three holidays: Election Day, Armistice Day, Thanksgiving. Paramount's three great November releases are the outstanding merchandise you need:

SPECTACLE OF INTERPLANETARY THRILLS!

Most amazing of all science-fiction entertainment. From the producer of "Destination Moon."

WHEN WORLDS COLLIDE

Color by **TECHNICOLOR**

Produced by GEORGE PAL · Directed by RUDOLPH MATÉ

Screenplay by Sydney Boehm

Based on a novel by Edwin Balmer and Philip Wylie

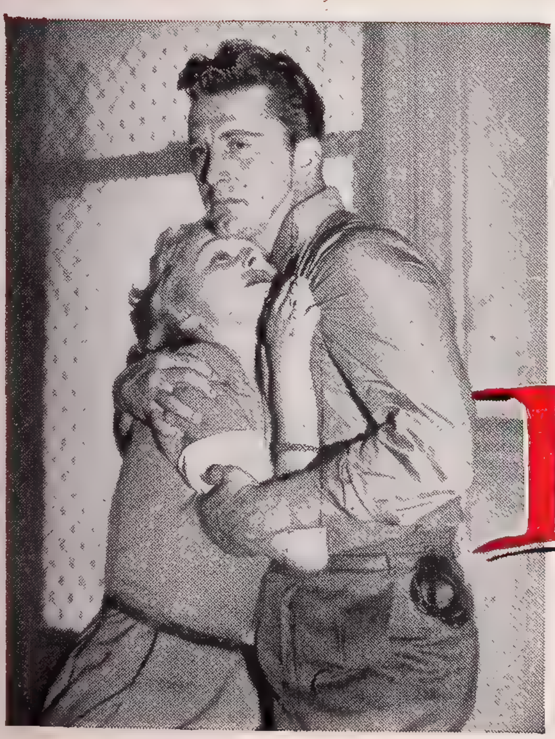
The Korean adventure of the U.S.S. Tiger Shark—Filmed in co-operation with the U.S. Navy and the Department of Defense.

SUBMARINE COMMAND

Starring

WILLIAM HOLDEN · NANCY OLSON
WILLIAM BENDIX · DON TAYLOR

A JOHN FARROW Production · Produced by JOSEPH SISTROM
Directed by JOHN FARROW · Story and Screenplay by Jonathan Latimer



The tense, terrific Broadway hit-play becomes a screen attraction of top boxoffice stature.

KIRK DOUGLAS · ELEANOR PARKER · WILLIAM BENDIX in

WILLIAM WYLER'S PRODUCTION OF SIDNEY KINGSLEY'S

Detective Story

Also starring CATHY O'DONNELL

Produced and Directed by WILLIAM WYLER · Screenplay by PHILIP YORDAN and ROBERT WYLER · Based on the play by SIDNEY KINGSLEY

National Pre-Selling

A SHIFT in economic trends has brought about a change in national pre-selling policy in the handling of two forthcoming Jerry Wald-Norman Krasna productions. The producers are convinced that the approach must be directed at the skilled worker, rather than the white-collar class.

"During the past twelve years," says Wald, "the white-collar workers of America, the mainstays of theatres, have suffered from constantly increasing living costs, while their incomes remained at a fixed level. The best indication is that the Federal Reserve Bank figures show they dipped into their savings for $10,000,000 in 1950 alone, to meet overhead costs.

"On the other hand, the skilled worker has had many rounds of pay raises. He enjoys a 400 per cent increase in spending power. Last year he put more money into savings than the white-collar worker withdrew. This group includes 21,000,000 American families, and are by far America's richest market. Surveys that Norman and I have conducted convince us that the industry has not taken advantage of the sweeping economic changes that are going on. Business is there for those who go after it."

•

American magazine for September follows the motion picture trade press by using four-color illustrations in its review of "David and Bathsheba," which it proclaims among leading "Movies - of - the - Month." Also included are "Here Comes the Groom" (Paramount) and "Jim Thorpe, All-American" (Warner), with "Rhubarb" (Paramount), "Mr. Imperium" (M-G-M), "A Place in the Sun" (Paramount), "People Will Talk" (20th Century-Fox), "Bright Victory" (Universal), and "Saturday's Hero" (Columbia) as runners-up.

Industry Fared Well

(Continued from page 1)

the officials said, but on the basis of the instructions given the staff by the Committee, they declared, "It will be impossible for a motion picture to be shown tax-free. They also tightened up generally on other types of entertainment that would compete with films. There will still be things that compete with films that will get a new tax advantage but they certainly will be a lot fewer than under the House bill."

Abram F. Myers, general counsel of Allied States Association and spokesman for the industry before the Senate Finance Committee, said that on the basis of unofficial reports, "it certainly sounds very good." However, he said he prefers to wait until he gets official wording of the new provision before making extended comments on the Senate Committee action.

The odds are said to be excellent that the Senate will sustain the Senate Committee decision, since tax bills are not usually changed very much on the Senate floor. That means the final decision will go to a House-Senate conference. Industry officials are expected to give the signal for early pressure on key House tax-writers.

Capital Shares the Business Boom

WASHINGTON, Sept. 4.—Aided by top pictures and good weather, Washington exhibitors in both downtown and neighborhood theatres racked up Labor Day weekend grosses ranging from "better than average" to "record-breaking." Neighborhood business was especially good, with "Showboat" playing in over 20 houses. K-B Amusement Co., which played "Showboat" in three of its theatres, reported the film had broken all records set by "The Great Caruso," and had done "substantially better" business than films shown last Labor Day weekend. Fairlawn Amusement Co., whose showings over the weekend included "Showboat," "Captain Horatio Hornblower," and "Half Angel," reported "very good business, away ahead of average."

Downtown houses shared in the upturn. Loew's Capital, key Loew's house in town, had the same "Going Native" stage show, featuring local talent, as last Labor Day weekend, and did 10 per cent better business. Other downtown theatres also reported "very good business."

Finish 13 Films, Start 6 More

HOLLYWOOD, Sept. 4.—Production tapered off as the Labor Day hiatus approached, with studios starting only six pictures while finishing 13.

Started were: "Death of a Salesman," Columbia; "Skirts Ahoy," "Young Man in A Hurry" and "The Invitation," M-G-M; "Somebody Loves Me," Paramount, and "The Korean Story," RKO Radio. Completed were: "Sound Off," "Cripple Creek," "The Brigand" and "The Old West," Columbia; "Geisha Girl," Independent; "The Enemy" and "Singing in the Rain," M-G-M; "Win, Place and Show," Monogram; "Big Timber," Paramount; "Quiet Man," Republic; "Pride of St. Louis," 20th-Fox; "African Queen" and "Actor's Blood," UA.

Compo Ready to Drop 'Life' Protest

The controversy which *Life* magazine started with the film industry and which the publication carried over into its "Letters to the Editor" column in the latest issue very likely will not be pursued further by the Council of Motion Picture Organizations, a spokesman for the all-industry agency said here yesterday.

The magazine printed only parts of three industry letters, one of which Arthur L. Mayer, COMPO executive vice-president, wrote in refutation of a *Life* article which purported to sound the industry's death knell.

Consolidate Stewart & Everett Holdings

CHARLOTTE, N. C., Sept. 4.—Effective immediately, Everett Enterprises, Inc., and all of its affiliated companies will be known as Stewart and Everett Theatres, Inc.

Formerly under joint operation, all of the holdings of Worth Stewart and H. H. Everett have now been consolidated in one controlling corporation, Stewart and Everett Theatres, Inc. Stewart is president and Everett is chairman of the board. About 70 theatres in North and South Carolina are involved. There will be no change in departments or personnel, the company stated.

Golding on Visit To Goldwyn Studio

David Golding, who assumed his new post yesterday as advertising-publicity director for Samuel Goldwyn Productions here, left for the Coast last night for a week's visit at the Goldwyn studio. He will see a rough cut of "I Want You" and familiarize himself with other forthcoming Goldwyn productions preparatory to planning advertising-publicity campaigns.

35 TV Deals

(Continued from page 1)

have been ordered, for competitive reasons of the buyers.

"Further proof that theatre men are avidly seeking the latest information on all phases of theatre television was their enthusiastic attendance at National's special television 'clinics' held recently in principal cities in the South and West," it was said. At these meetings, the Simplex direct projection system, announced in late June, was completely described in detail by National executives supported by engineers of General Precision Laboratory, Pleasantville, N. Y., manufacturers of both the film-delay Videofilm system and the new direct projection system. National is the only company presently offering both types of theatre television systems.

In addition to orders for 23 direct-view systems, National states that 12 theatres signed for the Videofilm system in the past two months. The first large screen television system was purchased by the Fulton Theatre, Pittsburgh, where it has been in operation since early last March.

George Mann is the first exhibitor in the San Francisco Exchange area to order large screen television equipment through National Theatre Supply, for the 1,600-seat Strand Theatre in Modesto, Cal. Installation for the "delayed system" will be made as soon as the Pacific Telephone and Telegraph Co. completes installation of microwave facilities.

Mann, owner of Redwood Theatres and president of George Mann Theatre Service Agency, believes "television will be a great benefit both to the public and to the motion picture industry.

"When we present television on the screen, we will have technicians who know their business. At the present time unless you are somewhat of a technician yourself, you never get the best out of your television set," he said.

New Lens for Movie TV

BOSTON, Sept. 4.—The American Optical Co. of Southbridge, Mass. today announced that lenses used in military instruments during World War 2 now will make possible the production of giant image-correcting lenses for throwing better 15 by 20 foot TV pictures on movie screens.

Win $450,000 Trust Suit Decision

ATLANTA, Sept. 4.—Two former theatre operators from Greensville, have been awarded a Federal Court judgment of $450,000 against 10 motion picture companies in Vicksburg, Miss. Joe Applebaum and Bert Simms were granted the judgment, along with "reasonable attorney fees and costs to be determined at a later date," in anti-trust proceedings which have been in progress since Jan. 31.

Applebaum and Simms contended that the companies conspired to prevent them from getting Class A pictures for their Center Theatre near Greensville, Miss. Their inability to get such films forced them to close the theatre there with a considerable loss, they said.

Named were Paramount, Warner, Universal, United Artists, 20th-Fox, RKO, Loew's, Columbia, United Paramount Gulf Theatre, Clyde C. Darden and W. Prewitt, Jr. The court gave the defendants 90 days to file briefs in support of a motion for judgment notwithstanding the verdict.

NLRB Upholds 'IA' In NABET TV Tilt

AFL's IATSE has won the latest round in its standing rivalry with CIO's National Association of Broadcast Engineers and Technicians in the television field.

The National Labor Relations Board has ruled unanimously that NABET had engaged in a jurisdictional strike in violation of the law when its engineer members stopped work at NBC's New York television station because IATSE Local No. 1 workers were assigned to handle equipment used in prompting video actors in the delivery of their lines.

Reported here yesterday by Harold P. Spivak, counsel to the "IA" local, the NLRB ruling gave NABET 10 days from Aug. 30 to notify the Board's regional director in New York of its compliance with the terms of the decision and the determination of the jurisdictional dispute.

Attendance Rise Reopens Theatres

CLEVELAND, Sept. 4. — Exhibitor confidence in an upswing of theatre attendance is manifested by the reopening of closed theatres in this territory. S. W. Rawson of the Best Theatre, Scio, Ohio has reopened the Roxy Theatre at Canfield; the Harris interests of Pittsburgh have reopened the Grand Theatre, Salem; the Town Theatre, Marblehead has been reopened by Ralph J. Adams and Terry Callaghan. In Cleveland, the Doan, closed all last season, will reopen on Sept. 16. Charles Gottlob is the owner. Robert Reich has been named manager.

Cramer Leaves DuMont

Leonard F. Cramer, executive vice-president and director of Allen B. DuMont Laboratories, Inc., has resigned. For the past 10 years he occupied the position of executive vice-president, joining DuMont in 1935. No successor has been announced as yet.

EXHIBITORS ATTENTION!

Do You Want 60 Million People At Home Or Going To Theatres?

In these two fight pictures the theatres of America have an opportunity of playing to the tremendous audience of ardent fight fans willing to pay to see the fights.

But – even more – the theatres can now attract the millions of regular movie fans who remain home on the night of big competitive entertainment events.

FOR THE FIRST TIME, alert and far-seeing showmen have the opportunity of assuring themselves in advance of boxoffice special events which will not be seen or heard elsewhere.

WIRE OR PHONE YOUR NEAREST RKO EXCHANGE NOW ABOUT BOOKINGS FOR:

WORLD'S CHAMPIONSHIP
RANDY
TURPIN
vs. SUGAR RAY
ROBINSON
The Most Sensational Match Since Dempsey vs. Tunney!

Distributed by
RKO RADIO PICTURES

THE CLIMAX BOUT OF THEIR FIGHTING FEUD!
SANDY
SADDLER
vs.
WILLIE **PEP**
OFFICIAL! EXCLUSIVE!
World's Championship Films!

Motion Picture Daily Feature Reviews

"The Day the Earth Stood Still"

(20th Century-Fox)

A VISITOR from another planet drops down with a vital message in "The Day the Earth Stood Still," but is given an unfriendly reception by the baffled earthlings. As another in the science-fiction series the picture shows a fond concern for production values. As a result it has a well-manicured look and stands up very well as entertainment in its category.

Michael Rennie portrays the strange visitor who brings the warning that unless we learn to live in peace we face obliteration from the other planets who fear our aggressiveness in this space-conquering age.

The rocket in which Rennie makes his inter-planetary junket is an all metal affair shaped like a half grapefruit inverted on a plate. Rennie also brings a metal robot with him who can make everything before him disintegrate by a flash of his electric eye. Rennie at first is greeted by a blast of nervous gunfire. When he tries to convince Washington officials that he must bring leaders of all nations the urgent message, he gets caught up in bureaucratic tape and fails. Next he approaches a scientist, Sam Jaffe, and through him eventually is able to convey to leading scientists of all countries the pronouncement that we face the alternative of peace or destruction. The picture also has many melodramatic elements built up mainly as Rennie circulates around Washington while the police put on a desperate hunt for him.

Patricia Neal plays a war widow who helps Rennie in his ordeal with the police, while Billy Gray is her young son who becomes a buddy of Rennie's, Hugh Marlowe portrays her fiance.

The picture derives its title when Rennie suspends all electricity throughout the world to dramatically assert his power.

Under Robert Wise's direction the picture is brisk and exciting. Julian Blaustein produced from a screenplay by Edmund H. North.

Running time, 92 minutes. General audience classification. For September release.

"Painting the Clouds with Sunshine"

(Warner Brothers)

PRETTY GIRLS, nostalgic songs and Technicolor are mixed in "Painting the Clouds with Sunshine" to make a cheerful little earful and eyeful. The story on which these elements are hung together is a patchwork of incidents that have been done many times before.

Also on the picture's credit side is a cast headed by Dennis Morgan and Virginia Mayo, with support coming from Gene Nelson, Lucille Norman and S. Z. Sakall.

The story, devised by a trio of writers, Harry Clark, Roland Kibbee and Peter Milne, concerns the romantic adventures of a team of three nightclub singers, Miss Mayo, Miss Norman and Virginia Gibson. It happens that Miss Norman and singer Dennis Morgan are very much in love but she objects strenuously to his gambling impulses. He swears to forego gambling but when another incident arises to prove that he really hasn't overcome it, Miss Norman leaves him. Next Nelson, a dancer who is heir of a wealthy Boston family, falls in love with Miss Norman. Now since Nelson's family thinks he is about to be fleeced of his fortune by a conspiring singer, they send Tom Conway to subtly break up the impending marriage. Out of these factors many threads of comedy interweave. By the time the finale comes around however Miss Norman and Morgan are happily mated and ditto for Miss Mayo and Conway and Miss Gibson and Nelson.

Another angle concerns nightclub owner Sakall's troubles with his would-be partner, hillbilly Wallace Ford. Walter Jacobs produced and David Butler directed.

Running time, 87 minutes. General audience classification. Release date, Oct. 6.

MANDEL HERBSTMAN

"Fort Dodge Stampede"

(Republic)

ACTION is again highlighted in this latest Allan (Rocky) Lane film, "Fort Dodge Stampede," which has the necessary ingredients of the chase, fisticuffs and shooting to please the Western fans.

The latest escapade of deputy sheriff Rocky and his faithful, fast-footed Black Jack find them on the tracks of a band of bank robbers led by Trevor Bardette, or Sparkler as he is called in the film. The trail takes Rocky to the ghost city of Fort Dodge whose only occupant, before a trickle of settlers are lured there, is Chubby Johnson. Chubby supplies the humorous touch as a land-hungry old junk collector. Interspersed between fast horse riding, gun battling, and fist fights, Rocky finds the map which will lead him to the $30,000 which was robbed from the bank and stashed away by a member of the gang, killed by his own cohorts.

When Sparkler discovers that Rocky, Sketter and one of the new settlers, Jeff Bryan, the son of the owner of the robbed bank, and played by Bruce Edwards, have the map, he goes into action. The gang leader kidnaps the pretty wife of Jeff, Mary Ellen Kay, and gets possession of the map.

Sparkler, with a cohort, find the strong box containing the cash and try a getaway, but Rocky gives. In the exciting running fight which ensues, Sparkler is shot and Rocky recovers the loot. The film's associate producer-director was Harry Keller. Richard Wormser did the screenplay.

Running time, 60 minutes. General audience classification. Release date, Aug. 24.

MURRAY M. HOROWITZ

"The Mob"

(Columbia)

BRODERICK CRAWFORD, who will be remembered for his performances in "All the King's Men" and "Born Yesterday," appears in consequence of his role in "The Mob" to be the actor most likely to inherit the tough-guy mantle so often worn in the past by James Cagney and Edward G. Robinson. Cast as a two-fisted police detective assigned to uncover the leaders of a waterfront racket, Crawford, a big but nimble man, has a fine time for himself as he poses as a slugging, wise-cracking longshoreman. And a fine time is what will be had by the devotees of fast-action melodrama as they watch Crawford act out the none-too-novel story with the able assistance of a supporting cast which carries such unfamiliar names as Betty Buehler, Richard Kiley, Otto Hulett, Matt Crowley, Neville Brand and Ernest Borgnine.

While the story by Ferguson Findley and screenplay by William Bowers follows a formula course, its setting on the waterfront of a big city is more or less unique. The bitter flavor of labor racketeering is tasted as the detective, having assumed the identity of a dock worker, worms his way into the confidence of the gangsters who grabbed control of the union. He soon feels their fists and gun butts, but the big cop loses no time in returning the rough stuff. The climax, wherein Crawford's girl friend, Miss Buehler, who was taken hostage and tortured by the gangsters, is rescued by the hero as he discovers the identity of the chief mobster, is a dandy rendition of a standard idea. Robert Parrish's direction of this Jerry Bresler production gives a big play to suspense.

Running time, 87 minutes. General audience classification. For October release.

CHARLES L. FRANKE

"The Wooden Horse"

(Snader Productions)

IF THE NEWLY-FORMED Snader Productions continues to release pictures of the quality, performance and interest that embellishes "The Wooden Horse," British-made, it stands to go far in the realm of distribution.

The subject base is life as it is lived in a prisoner-of-war camp, where the long, weary days, the routine duties, the feeling of being forgotten, are the things the camera catches as some prisoners plot patiently for escape. In this Wessex Film production, producer Ian Dalrymple and director Jack Lee succeeded in turning gray matter into more exciting colors.

The whole weight of this closely-knitted British film is centered on the escape of a group of British fliers from a German internment camp. To accomplish this, they revert to that old device of the wooden horse decoy. Only, they use the athletic counterpart of the Trojan deception. While the rest of the prisoners engage in athletic exercises, a prisoner hides inside the wooden enclosure and digs a tunnel. The prisoners get away with the deception and three of them, after some perilous adventures in Germany and Denmark, escape to Sweden and freedom.

The excellence of the production is largely attributable to the cast, headed by Leo Genn, David Tomlinson and Anthony Steel. Genn, is most believable in practically any circumstance, whether while exhausted from digging the tunnel or knifing a German sentry to death. Tomlinson and Steel match his performance.

The film was shot in part in Germany and Denmark, and has a realistic flavor. The script, written by Eric Williams and adapted from his own novel, keeps the dialogue to bare essentials. It is a story excitingly and well told and should stand a good chance everywhere, both in and away from the art houses. Others in the cast are David Greene, Peter Burton, Patrick Waddington, Michael Goodliffe, Anthony Dawson, Bryan Forbes, Dan Cunningham and Lis Lowert. Running time, 98 minutes. General audience classification. Release date, Aug. 28.

'Sunday News'

(Continued from page 1)

"Timed to appear after the start of the industry's nationwide campaign, this special section of the country's biggest newspaper will be an important factor in sustaining the campaign's momentum. Movie attendance all over the country will be directly stimulated."

In two previous years the N. Y. *Sunday News* has devoted its coloroto section entirely to current and forthcoming films. The Sunday edition has a circulation of 4,000,000, approximately half of which is sold outside the New York Metropolitan area.

Republic Sets Dividend

A dividend of 25 cents per share on preferred stock payable Oct. 1, to stockholders of record on Sept. 12, has been declared by the board of directors of Republic.

Hollywood-Broadway Game for UCP Aid

A Hollywood vs. Broadway comedy softball game will be played for the benefit of United Cerebral Palsy tomorrow night at the Polo Grounds. Eddie Cantor will captain the Hollywood team of celebrities and Mimi Benzell the Broadway team. Steve Allen will be master-of-ceremonies and the New York Fire Department Band will provide music. Nearly 100 celebrities have volunteered to participate.

Reception for Wanger

BOSTON, Sept. 4.—Walter Wanger, producer for Monogram-Allied artists, will arrive in Boston on Thursday and a reception will be given in his honor by the company at the Hotel Bradford. He will meet with New England circuit and independent exhibitors as well as members of the press.

WALD-KRASNA
presents

FARLEY GRANGER · SHELLEY WINTERS

in

Behave Yourself!

with
WILLIAM DEMAREST · FRANCIS L. SULLIVAN
MARGALO GILLMORE · LON CHANEY

TRADE SHOWINGS

ALBANY	Palace Theatre	Tues.	9/11	8:30 P.M.
ATLANTA	Paramount Thea.	Fri.	9/14	9:00 P.M.
BOSTON	Memorial Thea.	Mon.	9/10	8:00 P.M.
BUFFALO	Amherst Theatre	Wed.	9/12	8:30 P.M.
CHARLOTTE	Manor Theatre	Tues.	9/11	9:00 P.M.
CHICAGO	Grand Theatre	Mon.	9/10	8:30 P.M.
CINCINNATI	Albee Theatre	Mon.	9/10	9:15 P.M.
CLEVELAND	Palace Theatre	Fri.	9/14	8:30 P.M.
DALLAS	Palace Theatre	Tues.	9/11	6:00 P.M.
DENVER	Broadway Thea.	Mon.	9/10	8:00 P.M.
DES MOINES	Orpheum Thea.	Thurs.	9/13	8:30 P.M.
DETROIT	Uptown Theatre	Mon.	9/10	8:30 P.M.
INDIANAPOLIS	Indiana Theatre	Tues.	9/11	8:15 P.M.
KANSAS CITY	Missouri Thea.	Mon.	9/10	8:30 P.M.
MEMPHIS	Palace Theatre	Tues.	9/11	8:30 P.M.
MILWAUKEE	Garfield Theatre	Tues.	9/11	8:30 P.M.
MINNEAPOLIS	Orpheum Thea.	Wed.	9/12	8:45 P.M.
NEW HAVEN	Poli Theatre	Wed.	9/12	8:30 P.M.
NEW ORLEANS	Orpheum Thea.	Mon.	9/10	8:30 P.M.
OKLAHOMA CITY	Center Theatre	Wed.	9/12	8:30 P.M.
OMAHA	State Theatre	Tues.	9/11	8:30 P.M.
PHILADELPHIA	Broadway Thea.	Mon.	9/10	8:30 P.M.
PITTSBURGH	Stanley Theatre	Tues.	9/11	8:30 P.M.
PORTLAND	Paramount Thea.	Fri.	9/14	8:30 P.M.
ST. LOUIS	Missouri Thea.	Thurs.	9/13	8:00 P.M.
SALT LAKE CITY	Centre Theatre	Mon.	9/17	8:30 P.M.
SAN FRANCISCO	Golden Gate Theatre	Mon.	9/10	9:00 P.M.
SEATTLE	Paramount Thea.	Wed.	9/12	8:45 P.M.
SIOUX FALLS	Hollywood Thea.	Thurs.	9/13	9:00 P.M.
WASHINGTON	Keith Theatre	Mon.	9/10	8:30 P.M.

Distributed by
RKO RADIO PICTURES

Produced by JERRY WALD and NORMAN KRASNA • Screenplay and Direction by GEORGE BECK

Lippert in Joint UK Production Deal

LONDON, Sept. 4.—Arrangements for production here of 12 films a year have been completed by Robert Lippert in partnership with James Carreras's Exclusive Films.

The Riverside studios here and Mancunian studios in Manchester have been leased, with shooting on the first, "Dead on Course," starring Zachary Scott, starting this week at Riverside. Seven additional films are planned for the same studio and four others for the Manchester plant.

UK Labor Party Hits Film 'Monopolies'

LONDON, Sept. 4.—A just-issued Labor Party pamphlet links the film business with the brewing industry in an attack on private monopolies which is generally accepted as outlining the platform on which the Governmental Party will fight the forthcoming general election.

Hitting among other things at the tieing up of "retail outlets for their own goods, and at the same time denying outlets to rivals," the pamphlet concludes: "Nationalization of private monopolies, where they can neither be broken up nor adequately controlled, is therefore desirable."

TAXES

...a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—have become a major factor in the distribution of your holdings.

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Mayor to Attend NY 'Movietime' Rally

Vincent R. Impelliterri, mayor of New York, will be on hand for the meeting tomorrow morning at the RKO 58th Street Theatre which will kick-off the Greater New York campaign of "Movietime U.S.A.," he has informed the industry here.

The big rally will create a half-holiday for home office and film exchange personnel of most companies and theatre employes.

UK Studio Union Starts 2nd Film

LONDON, Sept. 4.—The Association of Cine and Allied Technicians, British studio union, announced that its second cooperatively-made film production, "Night Was Our Friend," was started at the Viking studios here yesterday.

The Union's First Film

The union's first film, "Green Grow the Rushes," was made with money largely furnished by the National Film Finance Corp., the government agency. British Lion agreed to distribute it but no trade show date has been set yet and neither of the major circuits has to date accepted it. It is understood that William Gell's Monarch Films, has agreed to distribute the new film, the financial arrangements for which were not disclosed. ACT recently has been critical of the Film Finance Corp.

'Woman' Grosses Big At Several Places

RKO Radio's "His Kind of Woman" is hitting high grosses in several places, reports indicate. At the Orpheum in Denver it grossed $3,000, the best any RKO picture has done since "Cinderella," two years ago. At the Center in Little Rock it opened to $15,000. The Roger Sherman Theatre in New Haven grossed $8,500.

At the Roosevelt, Chicago, the second week was as big as the first, which saw a gross of $30,000. The picture is holding for a third. At the Goldman, Philadelphia, a second week of $14,000 followed a big first week, and the picture is also holding there for a third week. In Denver, at the Orpheum, a $17,000 first week assured a hold-over and chalked up the best gross the theatre has had in months. The Palace, Cincinnati, registered $12,500, for a better than 50 per cent increase in what the theatre has been averaging recently on RKO pictures.

'Street Car' Grossed $27,000 in 4 Days

ATLANTIC CITY, Sept. 4.—Opening to top business at the Warner Theatre here on Friday, its world premiere date, Warner's "A Streetcar Named Desire," continued its big draw by attracting a record weekend business for the season and the best Labor Day weekend for the past seven years at this house, rolling up a gross of $27,000 in the first four days, it is reported here.

Phila. Unites

(*Continued from page* 1)

"Movietime" might not be a prelude to the lifting of Eastern Pa. Allied's suspension from national Allied inasmuch as that was known to be one of the major areas of disagreement between the regional and the national organizations.

After hearing explanations of the "Movietime U.S.A." campaign by O'Donnell and Mayer the Philadelphia group said they were in complete harmony with the "Movietime" movement and agreed to mesh the plans for the earlier Philadelphia movement into the overall national effort. They immediately telephoned J. J. O'Leary, Scranton exhibitor; Ted Schlanger and William Manzell, the latter chairman of the Philadelphia distribution committee, and arranged for a mass industry meeting to be held the morning of Sept. 12 in either the Mastbaum or Boyd Theatres, Philadelphia.

As head of the distribution group in Philadelphia, Manzell promised that salesmen of all the major companies would be sent immediately throughout the territory to enlist the attendance of all exhibitors at the meeting. Philadelphia exchanges are expected to be closed for the duration of the meeting, and every effort, according to Samuelson, will be made to make the Philadelphia meeting equal in size and enthusiasm to the "Movietime" session recently held in Atlanta, which was about the biggest of those held recently.

Depinet to Speak At Illinois Meeting

Ned E. Depinet, head of the Council of Motion Picture Organizations and of RKO, will be one of the speakers at a meeting of Illinois exhibitors on Sept. 10 in the Esquire Theatre, Chicago.

Eastern Missouri and South Illinois in Drive

Organization of "Movietime U.S.A." campaigns in Eastern Missouri-Southern Illinois and among the Virginia Peninsula exhibitors was announced here yesterday by the Council of Motion Picture Organizations.

The Virginia exhibitors elected James Booth chairman of a committee to map their participation in the drive which in that section will be known as "Movietime in Virginia, U.S.A." The committee include Leonard Gordon, Herbert Morewitz, David Garvin, Jr., John Bateman, Jesse Odum and Bill Jasper.

Presided over by Frank Plumlee, the Missouri-Illinois meeting, which was held in the Missouri Theatres, St. Louis, was addressed by Robert J. O'Donnell, "Movietime" national director, and Arthur L. Mayer, COMPO executive vice-president. Edward B. Arthur was named area chairman, with Herbert Bennin as distribution co-chairman. Vice co-chairmen are Tom Bloomer and Plumlee. Also named was a publicity committee consisting of Russell Bovim, A. B. Jefferies, Robert Johnson, David Jones and Herb Washburn.

Marcus, Mintz, Lorentz Top Milwaukee Campaign

MILWAUKEE, Sept. 4.—At the organizational meeting held at the weekend Ben Marcus and Harry Mintz were appointed co-chairmen for the "Movietime U.S.A." drive here. Jack Lorentz is chairman for distributors. Full committees will be appointed at another meeting Thursday. The kick-off meeting is set for Sept. 11.

Oregon Campaign Headed by Graeper and Mattacheck

PORTLAND, Ore., Sept. 4.—Two leading independent theatre owners, William Graeper, Jr. and M. W. Mattacheck, both officers of Independent Theatre Owners of Oregon, will head the "Movietime" drive in this section.

SRL Features Films On Front Cover

For the first time in the life of the publication, the current issue of the *Saturday Review of Literature*, dated Sept. 1, devotes its cover to motion pictures—Paramount's "A Place in the Sun" and Warner's "A Streetcar Named Desire."

Sketches of George Stevens, director of the former, and Elia Kazan, director of the latter, are featured on the cover. Hollis Alpert's "rave" reviews of the two pictures are headed "Double Bounty from Hollywood."

The magazine says it plans to continue giving front cover attention to films "because we believe the motion picture is a medium of entertainment, communication and artistic interest of such importance from our viewpoint that we can no longer afford to give it less than continued and major coverage."

End Hearings on Taft-Hartley Law

WASHINGTON, Sept. 4.—A Senate Labor sub-committee today concluded hearings on bills to ease union shop provisions of the Taft-Hartley law in the film, construction, maritime and other industries, but left the record open for two weeks for additional comments from anv interested parties.

Committee officials said there probably would not be any executive session work on the bills before the two-week period is up. Since Congress hopes to adjourn Oct. 1, the lawmakers would have to work very fast to get the legislation through both Senate and House before quitting time.

M-G-M Promoting 'Angels in Outfield'

M-G-M field sales executives, in a desire to get as many exhibitors as possible to see "Angels in the Outfield," have scheduled 42 "closer-to-home" screenings and are now lining up nine additional screenings. These are in addition to the regularly scheduled trade showings in each branch area.

Six non-exchange screenings of the picture already have been held and several offices have yet to be heard from before the list is completed. Today six screenings are scheduled; tomorrow 12 more will be held; Friday, two; Monday, one; Tuesday, two; Sept. 12, eight; Sept. 13, two; Sept. 14, one; Sept. 17, one; Sept. 18, two; Sept. 25, one and Oct. 2, one.

TV Theatre

(Continued from page 1)

facilities which also could be made available for theatre telecasts at some future date.

In order to graphically illustrate what the relay charge to an individual theatre would be in such events as exclusive telecasts of major bouts, A. T. and T. has set up a hypothetical theatre TV network covering 12 cities, stretching 1,782 miles from New York to Minneapolis. The total initial cost of relaying the event for one hour for the entire network would be $7,782, while the cost per theatre, assuming one theatre for each city, would be $648.

The relaying charges, it was pointed out, vary with the distances involved in the network, the number of outlets in the network, whether the customer is an occasional user such as theatres have been so far, or whether the customer is a contract user as are television networks which rent facilities over a monthly period, contracting for eight consecutive hours per day.

The relative cheapness of the service for contract users is pointed up by the A. T. and T. charge of 20 cents per air mile as compared to the $1 figure paid by the occasional user such as theatres.

In A. T. and T.'s theoretical network, which covers 1,782 miles and takes in the cities of New York, Philadelphia, Wilmington, Baltimore, Washington, Cleveland, Toledo, Chicago, St. Louis, Kansas City, Omaha, and Minneapolis, the inter-city mile per hour cost or what the company calls the inter-exchange channel cost, would total $1,782 for theatres, as compared to $356 for the contract user.

In addition, the occasional theatre user in the hypothetical network must pay a station connection charge of $200, a connection operation charge of $10, and a fee of $211 for local channels. The theatre also would pay for audio service in addition to the video service which would average up to about $54 per theatre in the hypothetical network, plus an additional initial charge of $25 per theatre for installation and equalization.

The hypothetical network is based on one hour of service with all local channels, that is from the terminal point of the cable or radio relay facility to the theatre, estimated at three miles.

The allocation of cost per theatre, it was explained, diminishes as more outlets or theatres within a given distance are hooked up in the network. For example, in the hypothetical network instead of, as assumed, having one theatre in each of the 12 cities, there were two, three or four theatres in one or more cities, the mile per hour charge of $1,782 would remain fixed, while the number of theatres would increase and therefore the cost per theatre for that charge would decrease.

Sandwiched in between the occasional user and the contract customer, the A. T. and T., which operates the Bell system radio relay routes, has another classification under the heading of "Each Additional Service Within the Month." That is, if the same hypothetical network after carrying one event on its large theatre TV screen, would in the same month book another event the total cost would then be $2,622, compared to $7,782 for the initial telecast, or $218 per theatre as compared to $648 per theatre.

These rates for services cover situations where the particular theatre would be in a city covered in the Bell system route, it was pointed out. If a theatre wanted to hook up to a network, but was not in a city having Bell cable or microwave facilities, A. T. and T. would have to make a survey of the situation before quoting prices.

Costs of 12-City Network

Below is an itemized schedule of relay costs prepared by the American Telephone and Telegraph Co. for a hypothetical 12-city theatre television network, stretching 1,782 miles from New York to Minneapolis:

Occasional Service (Such as Present Telecasts to Theatres)

Charges for the First Service Each Month	*Total Charge For 12 Theatres*	*Average Per Theatre*
For Video Facilities		
Inter-city or inter-exchange (1,782 miles x $1 per mile)	**$1,782**	**$148.50**
Station Connections	**2,400**	**200**
Connection Operation	**120**	**10**
Local Channels	**2,532**	**211**
Total Video Charges	**$6,834**	**$569.50**
For Audio Facilities		
Inter-city or inter-exchange (1,782 miles x 15 cents per mile)	**$267**	**$22**
Station Connections	**240**	**20**
Connection Operation	**21**	**1.75**
Local Channels	**120**	**10**
Total Audio Charges	**$648**	**$53.75**
Total Video and Audio Charges	**$7,482**	**$623.25**
Plus an initial charge on audio local channels for installation and equalization	**300**	**25**
Grand Total of All Charges	**$7,782**	**$648.25**

Charges for Each Additional Service Within the Month	*Total Charge For 12 Theatres*	*Average Per Theatre*
For Video Facilities		
Inter-city or Inter-exchange (1,782 miles x $1 per mile)	**$1,782**	**$148.50**
Station Connections	**....**	**....**
Connection Operation	**120**	**10**
Local Channels	**432**	**36**
Total Video Charges	**$2,334**	**$194.50**
For Audio Facilities		
Inter-city or Inter-exchange (1,782 miles x 15 cents)	**$267**	**$22.28**
Station Connections	**....**	**....**
Connection Operation	**21**	**1.75**
Local Channels	**....**	**....**
Total Audio Charges	**$288**	**$24.03**
Total Video and Audio Charges	**$2,622**	**$218.53**

In the above table charges for video are based on one hour of service and all local channels estimated at three miles, while audio charges are also based on one hour of service and all local channels estimated at $10 per month.

1,500-Seat Boston House

BOSTON, Sept. 4.—Cinema Theatre, the new 1,500-seat house to be operated by Smith Management Co., of which Philip Smith is president, will open on Sept. 20 as part of the newly-constructed Shoppers World.

Totman, Burger and Kahn Are Promoted

PITTSBURGH, Sept. 4.—Jimmy Totman, former district publicity chief for Warner Brothers and now head manager of the company's Erie District, has been named assistant to Harry Feinstein, zone manager for Warner's New England territory. Henry Burger, advertising director here will succeed Totman in Northwest Pennsylvania and Jack Kahn moves into the spot vacated by Burger.

Bingo Ohio Violation

CINCINNATI, Sept. 4.—Bank Night, Bingo and similar games are in violation of the Ohio Constitution, even when operated for charitable purposes, and should be halted by enforcement officers, it was ruled by Municipal Judge Harry S. Wycoff at Alliance. The decision affects Marsch Theatres, Inc., in Alliance.

Denies Favoring Video Networks

A spokesman for the American Telephone and Telegraph Co. yesterday denied favoring television networks over theatre networks in allocating radio relay facilities.

If theatres would be able in the future to rent relay facilities on a monthly basis rather than on an occasional basis, theatre networks would get the same priority as television networks, it was stated. As to handling requests by theatres for the use of relay facilities, it was said, A. T. and T. considers the specified cities, the time, the number of facilities available, and prior commitments in passing on the request.

New Relay Routes

(Continued from page 1)

City, Wichita, Tulsa, Oklahoma City, Ft. Worth, Dallas, Austin and San Antonio. These relay facilities, it was stressed, are for telephonic communications but they could be used, as in the past, for theatre television.

The company is also planning a supplemental microwave route in the South, taking in three new cities, Nashville and Chattanooga, Tenn., and Lynchburg, W. Va. The supplemental route would extend from Washington to Atlanta and then North to Louisville.

The construction program, it was explained, depends a good deal on the availability of material for its completion and the world situation.

Monday Set for Meet On TV Frequencies

WASHINGTON, Sept. 4.—Spokesmen for producers and exhibitors will meet in New York next Monday to discuss plans for presenting the industry's case for theatre television frequencies to the Federal Communications Commission.

Attending the meeting will be top officials and television experts of the Motion Picture Association of America, Allied States Association and the National Exhibitors Theatre Television Committee.

Compatible TV Receiver for CBS

The first fully compatible TV receiver—one in which standard black-and-white programs as well as color broadcasts are received in black-and-white—to be introduced by any television manufacturer since the Supreme Court decision in favor of the CBS system of color telecasting was announced here yesterday by D. H. Cogan, president of CBS-Columbia, Inc.

Hit Cincinnati Drive-In

CINCINNATI, Sept. 4.—Residents in the vicinity of the Twin Drive-in, the only outdoor theatre within the city limits, have petitioned the City Council to halt the noise of the loudspeakers, the blowing of automobile horns late at night and the scattering of paper from the concession stands, all of which they contend constitutes a neighborhood nuisance.

100% SOCK REVIEWS ON M·G·M's "AMERICAN IN PARIS!" *(Technicolor)*

Typical sample of all trade paper reviews is this one from M. P. DAILY:

(A Front Page Review)

"Nothing quite like M-G-M's 'An American In Paris' has come from Hollywood. It has Gene Kelly's finest performance, George Gershwin's music, new faces and fine talents. May well mark a new milestone in film musicals. Entertainment with a capital E."

M-G-M presents "AN AMERICAN IN PARIS" to the music of George Gershwin starring GENE KELLY and introducing LESLIE CARON with OSCAR LEVANT • GEORGES GUETARY • Nina Foch • Color by TECHNICOLOR • Story and screenplay by Alan Jay Lerner • Lyrics by Ira Gershwin • Directed by Vincente Minnelli • Produced by Arthur Freed.

100% SOCK REVIEWS ON M·G·M's "ANGELS IN THE OUTFIELD!"

Typical sample of all trade paper reviews is this one from VARIETY:

"'Angels In The Outfield' bids fair to be one of the year's top grossers. Fine box-office outlook for this rip-roaring comedy fantasy, starring Paul Douglas, Janet Leigh and introducing little Donna Corcoran, 'another Shirley Temple.'"

M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS • JANET LEIGH • with Keenan Wynn • Lewis Stone • Spring Byington • Bruce Bennett and introducing Donna Corcoran • Screen Play by Dorothy Kingsley and George Wells • Based on a Story by Richard Conlin • Produced and Directed by Clarence Brown

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 47 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 6, 1951 TEN CENTS

'Movietime' in The Field Is At Full Speed

Additional Personnel Setups Are Completed

"Movietime U.S.A." field activities today are greater than at any time since the plan was activated for organization purposes several weeks ago. There is hardly a place in the country where the plan is not in process of promotion with vigor in preparation for the actual start of stimulating box-office on Oct. 1.

To mention but a few of the many late developments: The biggest "Movietime U.S.A." regional organizational meeting to date will be held in New York this morning, at RKO's 58th Street Theatre, for which virtually the entire industry here will shut down to be on hand; New England yesterday practically completed its campaign personnel setup: a Sept. 21 "Movietime" regional has been set in Buffalo; Chicago's promotion committee has laid the groundwork for the drive for "Illinois U.S.A."; Maryland's MPTO is organizing 250 theatres for the drive; Connecticut is building up newspaper support, etc., etc.

Julian Rifkin of Rifkin Theatres, Boston, will be co-chairman in West-

(*Continued on page* 4)

Waxman Cites PCA For Helpful Counsel

The Production Code Administration was cited here yesterday by producer Philip Waxman as enabling him, through its counsel, to make a better picture. The picture, which marks Waxman's first venture in film production, is "The Big Night," with John Barrymore, Jr. Waxman, formerly a radio and Broadway producer, said that the PCA's suggestions on the screenplay added "stature" to the film.

The picture will be released through United Artists. Waxman said he expects to release his future productions

(*Continued on page* 4)

DPOWA Challenged On Industry Scale

Officials of AFL's Sign, Pictorial and Display Local No. 230 here disclosed yesterday the union's intention of challenging the jurisdiction of the Screen Publicists Guild (DPOWA,

(*Continued on page* 2)

Speakers' Program Is Set To Implement 'Movietime'

A program for reaching theatre audiences through local clubs and civic organizations by the use of selected speakers in each exchange territory has been formulated by Leon J. Bamberger, RKO Radio sales promotion manager, who is head of the speaker's bureau committee for "Movietime U. S. A."

A letter and a kit containing 11 speeches plus additional notes pertaining particularly to "Movietime U.S.A." have been forwarded to all exchange area chairmen of the campaign.

All speech-making, the letter points out, must be arranged locally, as setting up a nationwide speakers' bureau would be too expensive and time-consuming. Bamberger suggests that one person on each local committee be appointed speakers bureau chairman. It will be his duty to contact ex-

(*Continued on page* 4)

American Magazine Tribute to Industry

The *American Magazine* has joined the ranks of national publications whose editors take such optimistic view of increasing prosperity in the motion picture business that they are devoting additional editorial space to movie film art and news.

For the first time in its history, The *American Magazine*, in its September issue, is devoting two full pages in color to a feature captioned: "A Peek at the Movies of the Month." This feature, illustrated with seven cuts, publicizes "David and Bathsheba," "Here Comes the Groom" and "Jim Thorpe—All-American."

As the feature was inaugurated as

(*Continued on page* 4)

OPS RAISES PURCHASE PRICE FOR FILM STOCK FOR RE-USE

WASHINGTON, Sept. 5.—The Office of Price Stabilization has raised its ceiling price on safety-type film scrap in order to increase the amounts of film offered for re-use. The OPS announced a ceiling of nine cents per pound, delivered, on sales of unwashed motion picture film scrap of cellulose tri-acetate base. This base is used in safety film. The scrap must be in lengths of 100 feet or more, and must be separated into black-and-white or colored stock.

Until recently, the OPS said, this type of film was valuable only for the silver that could be recovered. Now,

(*Continued on page* 4)

SAG Cancels Lippert Contract

HOLLYWOOD, Sept. 5.—In the first action of its kind taken by any guild or union, the Screen Actors Guild today cancelled its contract with Lippert Productions, as of sixty days from now, on the grounds that the studio violated its 1948 contract by selling to television feature pictures made after Aug., 1948, without negotiating an agreement with the Guild

(*Continued on page* 4)

Newspaper Uses 'M. P. Daily' Review to Refute 'Life's' Anti-Films Article

New Orleans, Sept. 5.—The *Times-Picayune New Orleans States* of Sunday, Sept. 2, lists numerous plus-factors about the motion picture industry by way of refuting the recent *Life* magazine article picturing the industry being throttled to death by television. *Motion Picture Daily's* Page One review on Aug. 27, of M-G-M's "An American in Paris" is liberally quoted in Ed Brooks' "On the Square" column in the amusement section of the paper as important evidence of the vitality to be found in motion pictures.

"The motion picture industry," Brooks writes, "so blithely 'doomed' to oblivion a couple of weeks ago by a national picture magazine, is showing a great deal of strength, despite its allegedly weakened condition."

After quoting from the *Motion Picture Daily* review, Brooks concludes: "The movies are dying? No sir, brother, that's life!"

Record 1,200 Prints for RKOBoutFilm

Mochrie Terms IBC Deal 'A Major Experiment'

Robert Mochrie

RKO Pictures, whose investment in film productions of the forthcoming Robinson-Turpin and Pep-Saddler boxing bouts will be in excess of $500,000, apart from the cost of distribution, has scheduled the processing of more than a record 1,200 prints of the former contest, which will take place at the Polo Grounds, New York, on the night of Sept. 12.

Contributing yesterday these additional details to the reports of the International Boxing Club's theatre television and film rights deal carried during the past two weeks in MOTION PICTURE DAILY, Robert Mochrie, RKO distribution vice-president, said the company considers the arrangement for

(*Continued on page* 4)

Theatre TV Fight Sellout at $2.60

PHILADELPHIA, Sept. 5.—Warners' Stanley Theatre here sold out completely in approximately 48 hours after it placed 3,000 reserve seat tickets on sale at $2.60, the highest prices yet for the Robinson-Turpin fight to be carried on its screens by theatre television next Wednesday. Indicative of the keen public interest in the TV report of the bout was the fact that one ticket broker bought up a large block of seats and is offering them at a $3.80 figure.

The Royal Theatre, the other house to carry the fight on theatre TV in

(*Continued on page* 4)

Gaitskell in D. C.; May Sign New Pact

WASHINGTON, Sept. 5. — Britain's Chancellor of the Exchequer Hugh Gaitskell arrived here by plane today from London and is expected to sign the new American film industry's re-

(*Continued on page* 4)

Personal Mention

Darryl F. Zanuck, 20th Century-Fox production chief, left here for the Coast last night.

•

Alfred E. Daff, director of world sales of Universal Pictures, will return to New York from Hollywood over the weekend, completing a round-the-world business trip.

•

Alfred F. Corwin, publicity director of the New York office of the Motion Picture Association of America, has returned to his desk after a two-week vacation.

•

Spyros P. Skouras, 20th Century-Fox president, will leave here within a few weeks for Switzerland, to take stock of Eidophor theatre television system developments.

•

Sam L. Seidelman, former foreign manager of Eagle Lion Classics, will leave England today aboard the *S.S. America,* returning here.

•

Mike Hoffay, foreign distribution publicist, returned to New York yesterday from a two-week vacation in the Poconos.

•

Lester Koenig, associate producer, is back at the Paramount studio following a New York trip.

•

Joseph Sistrom, producer, and Warren Duff, writer, left here yesterday for England.

•

Henry Souvaine, president of Souvaine Selective Pictures, will return here from Europe next Monday.

•

Earle W. Hammons is back in New York from a trip to Europe.

•

Charles Moskowitz, vice-president and treasurer of Loew's, has returned here from the Coast.

Monogram Planning Sales Program

Kansas City, Sept. 5.—Executives of Monogram Allied Artists met at the Hotel Muehlebach Tuesday and Wednesday to go over the production, sales and promotion program, prior to the announcement of the program at the Toronto meeting Friday. Steve Broidy, president, conducted the sessions. Harold Mirish and Ed Morey, vice-presidents, and eight other top executives were present. Broidy, Morey, and John Flinn, advertising-publicity director, go to Toronto from here.

Commonwealth Meeting

Kansas City, Sept. 5.—The annual meeting of Commonwealth Theatres was held here Tuesday and Wednesday at the Hotel Muehlebach, Howard E. Jameyson, president, delivering the principal address. Guest speakers were Frank Whitbeck, of M-G-M, Archie Herzoff, of Universal Pictures, and Steve Broidy, of Monogram.

$792,361 Trust Suit Filed in N.Y.

Fifty-one individuals and 16 companies were named defendants in an anti-trust action filed here yesterday in U. S. District Court by Charles, Lester, Ethel and Alvin Walder, trustees of the Tivoli Operating Corp. of Miami, Fla. Principal defendants in the action, which asks $792,361 triple damages, are Paramount, RKO Pictures, Warner Brothers, 20th Century-Fox and Columbia.

35-page Complaint

A 35-page complaint charges that the Tivoli Theatre, now dissolved, was "subjected to unfavorable clearances, denied a free and open market in which to buy product based on the ability to pay fair and reasonable rentals." The period during which the alleged abuses occurred was indicated as 1928 to 1936.

Also named a defendant was Fred H. Kent, another Tivoli trustee, who is being sued for failure to prosecute the action with the Walders.

$15,000 to Promote 'Earth Stood Still'

A five-man committee, composed of representatives from the ranks of exhibitors and trade paper editors, will judge the $15,000 prize contest for the best exploitation campaigns on 20th Century-Fox's "The Day the Earth Stood Still."

Judges of the contest, which represents the largest exhibitor award in the history of the company, will be Sol Schwartz, president, RKO Theatres; Benjamin N. Berger, president, North Allied Central Theatre Owners; Robert B. Wilby, operator of the Wilby-Kincey Circuit for United Paramount Theatres; Walter Brooks, director, Managers' Round Table, *Motion Picture Herald,* and Chester W. Friedman of *Boxoffice.*

$30,000 Advance for 'The River' in N. Y.

Backed by an advance sale which U.A. says should top the $30,000 mark by the opening day, next Monday, "The River" will be shown at the Paris Theatre here twice daily, at 2:30 and 8:30, with all seats reserved. Extra performances will be given on holidays and week-ends. Seats for the United Artists release are priced at a $2.40 top for evenings, with seats scaled also at $1.20 and $1.80. Matinee prices range from $1.20 to $1.80.

Gets Distribution Rights

New Orleans, Sept. 5. — Babe Cohen, franchise owner of Lippert Pictures, has announced here that, effective immediately, Kay Film Exchange will handle distribution rights of Madison Pictures in this area, which he previously held.

W. R. Carr, 67, Dead

New Orleans, Sept. 5. — W. R. Carr, 67, traveling auditor for Warner Brothers, died here at 5 P.M. yesterday on the way to the doctor's office.

Favors Distributors In Percentage Suits

Great Falls, Montana, Sept. 5.—U. S. Judge Charles N. Pray in Federal Court here sustained the complaints of four plaintiff distributors by rejecting motions by the defendants to dismiss four percentage actions. The actions were by Loew's, RKO, 20th Century-Fox and Warner Brothers against Theo F. Kluth, administratrix Helen Clavier, the Orpheum Theatre Co. and Thomas W. Grady. The theatres involved are the Orpheum in Conrad, the State and Orpheum in Cut Bank, and the Roxy and Orpheum in Shelby, all in Montana.

The defendant exhibitors had made motions seeking to dismiss each action, requiring a separate statement of each claim of each plaintiff, and seeking a statement of further details concerning the alleged fraud.

Grant H. Bagley of the Salt Lake City law firm of VanCott, Bagley, Cornwall and McCarthy and Henry Loble of the Helena, Montana, law firm of Loble and Loble represented the plaintiffs, with Sargoy and Stein of New York of counsel.

'Flying' Premiere On Coast Tonight

San Francisco, Sept. 5.—Producer Edmund Grainger, co-stars John Wayne and Robert Ryan, RKO board chairman Noah Dietrich, and vice-president in charge of studio operations, C. J. Tevlin, have arrived here to attend the Western premiere of Grainger's "Flying Leathernecks" at the Golden Gate Theatre.

Preliminary festivities include a press reception at the Fairmont Hotel, a reception at the home of Maj. Gen. A. H. Novel, commanding general, Department of the Pacific, and U. S. Marine Corps band concerts at Union Square.

Elect Geo. Brownell To Board of Loew's

George A. Brownell, New York attorney and former personal representative of President Truman in India, the Middle East and Mexico, yesterday was elected a director of Loew's to succeed the late David Warfield.

A partner in the law firm of Davis, Polk, Wardwell, Sunderland and Keindl, Brownell was a brigadier general in the Army Air Force during World War II. As the President's representative in India and the Middle East in 1946 and in Mexico in 1948, he held the rank of minister.

Start UA Sales Drive at Once

The United Artists sales drive outlined at recent sales meetings with district and branch managers will begin immediately rather than in October as originally announced. The new drive period will be Sept. 5 to Dec. 31, it was reported here yesterday by William J. Heineman, UA's distribution vice-president.

Short Subjects

"Here Comes the Band"

(*RKO Pathe*)

The first of a new series of two-reel RKO Pathe "Specials" is initiated with "Here Comes the Band." Subject matter for the series is expected to cover a wide range of human interest.

"Here Comes the Band" tells the story behind the University of Michigan's marching band of 150 men. As all football fans know, the band plays an important part in the razzle-dazzle of the game. The process of the band's organization, its practice and final six-minute performance on a football field are depicted with interest and skill. Jay Bonafield produced, with direction and photography by Larry O'Reilly. Running time, 17 minutes.

•

"Prison with A Future"

(*This Is America—RKO Pathe*)

The progressive rehabilitation methods of Ohio's Marysville Reformatory for Women are highlighted in this subject. Unlike most prisons, there are no high walls, watch towers or armed guards there. In the words of Superintendent Marguerite Reilly, the institution is dedicated to the spiritual rehabilitation of those who have committed crimes. The subject uses the technique of having a girl enter the institution and follows her until she leaves at the end of her term. Running time, 14 minutes.

Chicago Amusement Tax Drop in August

Chicago, Sept. 5.—The August 3 percent city amusement tax collection (on July theatre receipts) was slightly below that of July (on June theatre receipts)—$96,922.85 as against $98,389.70. Theatre tax collections for the first 8 months of this year total $743,984.31, compared with $887,932.11 for the corresponding period last year.

The August figure, unlike July's, which was about $8,000 ahead of July 1950, fell below August collections of last year ($103,524.00) by over $6,000. Overall amusement tax collections. for the first eight months were $1,185,082.39 this year as against $1,356,493.07 last year.

DPOWA Challenged

(*Continued from page* 1)

District No. 65) on an industry-wide scale.

Joe Abels, business representative, and John Scotti, business manager of Local No. 230, said petitions soon will be filed with the National Labor Relations Board for elections at such SPG strongholds as Loew's International, Marcus Loew Booking Agency, RKO Service Corp., Warner Brothers and Universal. The AFL local already has petitioned the Board for a place on the ballot when elections are set to determine the collective bargaining agents to represent the publicists at Paramount and Loew's home offices.

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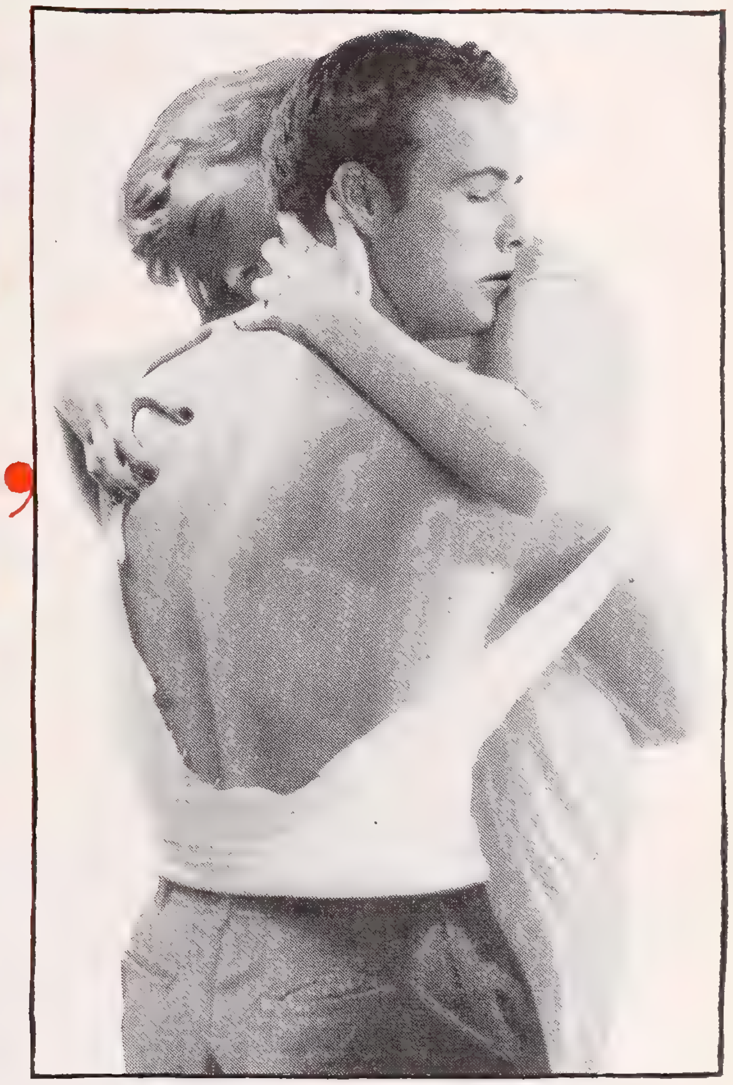
FIRST STOP ATLANTIC CITY!

"A Streetcar Named Desire"



REGISTERED THE BIGGEST WARNER THEATRE WEEK-END IN 7 YEARS!

WARNER BROS.
Present
**The Pulitzer Prize
and New York Critics Award Play**
**"A STREETCAR
NAMED DESIRE"**
AN ELIA KAZAN PROD.
PRODUCED BY
CHARLES K. FELDMAN
starring
VIVIEN LEIGH and
MARLON BRANDO
KIM HUNTER • KARL MALDEN
screen play by TENNESSEE WILLIAMS
directed by ELIA KAZAN
distributed by WARNER BROS. PICTURES
Based upon the Original Play
"A Streetcar Named Desire,"
By TENNESSEE WILLIAMS
As Presented on the Stage by
Irene Mayer Selznick

'Movietime'

(*Continued from page* 1)

ern Massachusetts with Samuel Goldstein and Andrew Setti.

The publicity committee for the Boston area, headed by Harry Browning of New England Theatres, is as follows:

Paul A. Levi, Jack Sael, James J. King, Robert Newhook, Max Finn, Phil Engel, Art Moger, Arnold Van Leer, Floyd Fitzsimmons, Ralph Banghart, John McGrail, Joe Mansfield, Richard Stephens. Alvin Margolian, Harry Kirchgessner, Herbert Copellman, Ray Feeley and Frank C. Lydon.

State publicity chairmen who have been appointed are as follows: Maine: Ralph Tully; New Hampshire: Albert W. Foley; Vermont: Frank A. Vennett; Massachusetts: James J. King, and Rhode Island: Albert Clarke.

The big "Movietime U.S.A." rally date for the Buffalo area has been changed again, this time to Friday, Sept. 14 in the Erlanger Theatre. Robert J. O'Donnell will speak. A meeting of all committees working on the area campaign will be held on Monday in the Variety Club to formulate plans for the reception of O'Donnell and to discuss all phases of the drive. Dave Miller, distributor chairman, and George H. Mackenna and William Dipson, co-exhibitor chairmen, will preside.

In Chicago, the groundwork has been laid for a "saturation" publicity campaign by the "Movietime Illinois, U.S.A." promotion committee. The group, made up of Chicago's leading motion picture advertising and publicity men, was divided into sub-committees charged with handling specific aspects of the drive. Subcommittees were set up for publicity (Dick Felix, chairman), exploitation (Ben Katz, chairman); radio and television (Richard Brill, chairman); printing, posting, accessories and Trailers (Al Weinberg, chairman); and writing (Dave Arlen, chairman).

Members of the Promotion Committee are William K. Hollander, chairman; Norm Kassel and Larry Stein, co-ordinators and Dave Arlen, Waldo Bail, Jack Garber, Ed Levin, Ed Seguin, B.&K.; Frank Casey, Warner Brothers Pictures; Dick Felix, Essaness; Richard Brill, Al Raymer, Jack Clark, Lou Abramson, Bruce Trinz, Ben Katz, Nate Shapiro, Ted Todd, Mel Bloom, Ansel Winston, Betty Jones, Sylvan Goldfinger, Al Weinberg, Douglas Beck, Paul Montague, Boris Riedel and Del Lawler.

The Motion Picture Theatre Owners of Maryland, has drafted plans for mobilizing 250 theatres throughout the State, for the campaign for "Movietime Maryland U. S. A."

Heading the executive committee is C. Elmer Nolte, jr., with Meyer Leventhal and Joseph G. Smart as co-chairmen. On various committees are:

Leon Bach, Jerry Adams, Oscar Appe, Stanley Baker, John P. Codd, Rodney Collier, Louis Gaertner, Lauritz Garman, Harry Goldberg, Charles Grimes, Sam Isaacson, Morris Mechanic, Harold DeGraw, Pete Prince, I. M. Rappaport, Howard Savitz, Fred C. Schanberger, jr., Milton Schwaber, William Allen and Jack Sidney.

MPAA Restricts Aid for Imports

Motion picture importations from abroad must hereafter qualify for a Production Code certificate of approval before it is offered the aid of the Foreign Film Advisory Unit of the Motion Picture Association of America in obtaining a market in this country.

Three Hundred Attend Albany 'Movietime' Meet

ALBANY, Sept. 5. — A call for "united effort on the part of every man and woman making a living in the motion picture industry to support "Movietime U. S. A." was sounded by national chairman Robert J. O'Donnell at a meeting in Delaware Theatre here this afternoon attended by 300 industry members.

Speakers in a followup meeting were: Harry Lamont and Jack Goldberg, district co-chairmen, Saul J. Ullman, chairman of the finance committee, Charles A. Smakwitz, Warner zone manager; Sylvan Leff, Utica-Watertown exhibitor, and Joe Miller, operating Menands Drive-in, Albany-Troy road.

Speakers' Program

(*Continued from page* 1)

changes, exhibitor associations, supply dealers and others capable and willing to deliver speeches before women's clubs, Kiwanis, Rotary, educational and other organizations.

American Magazine

(*Continued from page* 1)

a part of the "Movietime U. S. A." campaign, the magazine is mailing reprints of this double-page feature to all "Movietime" committee chairmen in the field and in New York.

10 hrs. 55 min.
AMERICAN
to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EDT—Ar. 8:15 a.m. PDT

RKO Bout

(*Continued from page* 1)

the Sept. 12 event "a major experiment" in competition with home video and radio for special events coverage. The Pep-Saddler bout is scheduled for Sept. 26.

As evidence of the keenness of the competition, Mochrie showed trade press reporters who had gathered in his office here a copy of a circular issued by the Pabst Blue Ribbon Beer Co. wherein that company boasted of its achievement in outbidding theatres for the television rights to a boxing contest which took place recently. The circular obviously was intended for sellers of the Pabst product.

Prints of the Robinson-Turpin bout will be in theatres in the Eastern half of the U. S. by the afternoon of the day following the fight, with New York city houses to have them by noon, Mochrie said. A negative will be flown at once to England. Canada will get about 70 prints by plane.

The day will come, Mochrie said, when some 3,000 or 4,000 U. S. theatres will have the equipment for presenting large-screen telecasts of an event such as the Robinson-Turpin fight, but meanwhile the theatre TV-plus-films arrangement will have to "bridge the gap" until that time. The arrangement, he added, should prove to be the means of competing with home TV and radio on an economic basis.

Theatre TV Sellout

(*Continued from page* 1)

this city, started selling tickets in advance yesterday on a non-reserved seat basis scaled at $1.95 and reported a brisk advanced sale that is expected to reach sell-out proportion before the end of the week.

The Stanley is selling standing room at $1.50 per head. The Royal will not place standing room on sale until the night of the fight. The Warner house has RCA equipment while the Royal is using the low-price Magnavid equipment developed by Theatre Television Enterprises. It is reported here that a change may be required in the Magnavid trade name as a result of threatened action by the Magnavod Corp. on the basis that it would be an infringement of the latter's registered name.

Gaitskell Here

(*Continued from page* 1)

mittance agreement with Britain during his visit here. The agreement is scheduled to become effective Oct. 1.

Gaitskell is here primarily for conferences with Secretary of the Treasury John Snyder and for meetings of the International Monetary Fund.

Waxman Cites PCA

(*Continued from page* 1)

through UA, too. He plans to start on his next in December. The title has not yet been chosen.

OPS Raises Price

(*Continued from page* 1)

however, processes have been developed to recover cellulose tri-acetate, residual solvents and residual plasticizers, which then can be used in production of new safety film.

Drive-in Becomes a Hand-out Emporium

San Francisco, Sept. 5.—Robert Lippert's Terrace Drive-in has announced "ladies free" on Monday and Tuesday nights, free Talisman Rose chinaware, free photos of children under 10, free diapers, free warming of baby bottles, free playground, free train rides and children under 10 are admitted free at all times.

The Terrace is the only drive-in within the city limits, accommodates 586-cars and cost in excess of $150,000.

SAG Contract

(*Continued from page* 1)

for additional payment to actors for their television rights. The Guild contract contained a clause requiring such negotiating but not stipulating the amount or percentage to be paid actors for such reuse of films made after the date named.

Lippert had abided by the American Federation of Musicians' requirements for rescoring before selling films but, according to the Guild, had not conformed to the SAG contract requiring him to notify the Guild and reach an agreement on the amount of additional payments to be made to players.

SAG's notification that the contract has been cancelled, which means that Guild members will not be permitted to work for Lippert after the sixty day period "until he adjusts his differences with the Guild and signs a new basic contract," included invitation to Lippert to meet with the Guild for the negotiation of a new contract at a "convenient time and place" and offered to include the Independent Motion Picture Producers Association, to which Lippert belongs, in such negotiations.

FOR THE BEST SPECIAL TRAILERS
PRODUCED & DELIVERED IN
DOUBLE-QUICK TIME, Anywhere
SEND YOUR ORDER TO
FILMACK
WRITE - WIRE OR PHONE
630 Ninth Ave. New York, N. Y.
1327 S. Wabash Chicago, Illinois

The DETROIT trade showing of "BEHAVE YOURSELF!" will be held at 1:00 P.M., Monday, Sept. 10, at the ARC THEATRE,

and not at the Uptown Theatre at 8:30 P.M., Monday, Sept. 10, as previously advertised.

RKO RADIO PICTURES, INC.

A New Boxoffice Champ !

"IRON MAN"
Best business since
"Tomahawk" at Harris
Theatre, PITTSBURGH

"IRON MAN"
Best business since
"Up Front" at Loew's
State Theatre,
NEW YORK

"IRON MAN"
Biggest U-I grosser
in 5 years at
Hippodrome,
CLEVELAND

"IRON MAN"
Best business since
"Harvey" (Xmas week)
at United Artists, Ritz, Vogue,
Studio City and Culver Theatres
LOS ANGELES

Another
Boxoffice Smash
from U-I

"IRON MAN" Starring JEFF CHANDLER · EVELYN KEYES · STEPHEN McNALLY · with ROCK HUDSON · JOYCE HOLDEN

Screenplay by GEORGE ZUCKERMAN and BORDEN CHASE · Based on the story by William R. Burnett · Directed by JOSEPH PEVNEY · Produced by AARON ROSENBERG · A Universal-International Picture

THIRD DAY and the crowds keep coming. "People Will Talk" passes the top figures set previously by "I Was A Male War Bride" and "All About Eve".

NOW IT IS "PEOPLE WILL TALK" THAT IS SUPER-COLOSSAL!

FIFTH DAY and greatest crowds of all times shatter every record in the history of the Roxy Theatre.

FIRST DAY crowds jam Roxy for Zanuck—Mankiewicz's "People Will Talk" starring Cary Grant and Jeanne Crain, which had one of top grossing opening days in the past three years.

THE CROWDS ARE BACK THANKS TO 20th CENTURY-FOX!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 48 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 7, 1951 TEN CENTS

20th-Fox Plan Of Divorce Is Completed

Similar to Para., RKO Theatre Separations

The plan of reorganization for 20th Century-Fox, giving effect to the divorcement of its domestic theatre operations from production-distribution, and the divestiture of theatres by the new theatre company, as provided for in the 20th-Fox consent decree terminating the U. S. anti-trust suit against the company, was mailed to company stockholders yesterday.

Approval of two-thirds of the stockholders at a meeting scheduled for Oct. 4 at the home office is required before the reorganization plan can be placed in effect. The decree on which the plan is based was approved by the Federal statutory court here last June 7. If approved by the stockholders, the company will have until June 7, 1953, to complete the divorcement.

The reorganization plan is similar in all basic respects to the plans for

(*Continued on page* 4)

20th's Film Costs Up; Theatres Down

The economic upheaval in the industry over the past few years is graphically depicted in dollars and cents terms in *pro forma* statements of 20th Century-Fox production-distribution operations and theatre operations, separated, which were sent to

(*Continued on page* 4)

First Dividend for New RKO Theatres

First dividend to be paid by the new RKO Theatres since its severance from RKO Pictures last Jan. 1, has been declared here by the company's board of directors. Sol A. Schwartz, president of the company announced a dividend of 10 cents a share on the capital stock, payable on Oct. 15 to stockholders of record on Sept. 28.

Monogram, Allied List 45 Features For the New Season

Toronto, Sept. 6.—A program of 45 features for 1951-52 for Monogram-Allied Artists will be announced here tomorrow by Steve Broidy, the companies' president, at a meeting of the Canadian distribution division. This season the companies are committed to 46. The new lineup will be produced at a steady rate of four a month.

Steve Broidy

The entire program, Broidy stated, will be under the supervision of newly-appointed executive producer Walter Mirisch. More than a quarter of the entire output will be done in Cinecolor, including six high-budget Allied Artists pictures and seven

(*Continued on page* 3)

20th Gives FCC New TV Hearing Question

Washington, Sept. 6.—Twentieth Century-Fox today asked the Federal Communications Commission to consider the advisability of using for theatre television frequencies presently allotted to the motion picture industry and other industries for industrial radio use.

A brief filed by Fox attorneys Kenneth C. Royall and Vincent B. Welch asked the Commission to add this ques-

(*Continued on page* 2)

NEW YORK RALLIES TO 'MOVIETIME'

Presidents, Leaders of Exhibition Among 2,000 On Hand for Inaugural

By CHARLES L. FRANKE

The film industry of the New York Metropolitan Area yesterday was officially initiated into the ever growing "Movietime U.S.A." movement. Nearly 2,000 from every walk of industry life here, including more than a score of film company presidents, distribution chiefs and exhibition leaders, turned out for the rally which opened at 9:30 A.M. at the RKO 58th Street Theatre in Manhattan and marked the beginning of this section's participation on a mass scale in the forthcoming year-long industry-wide promotional effort.

The meeting atmosphere was charged with enthusiasm and determination following inspiring addresses by Mayor Vincent R. Impellitteri; Ned E. Depinet, president of the Council of Motion Picture Organizations; Arthur L. Mayer, COMPO executive vice-president; Robert J. O'Donnell, "Movietime" national director; the Rev. Bill Alexander of Oklahoma City, and Century Circuit

(*Continued on page* 3)

Court Holds Price Provisions Do Not Invalidate Pacts

Lexington, Ky., Sept. 6.—Admission price provisions in distributors' license agreements do not make such agreements illegal *per se,* it has been ruled here by U. S. Judge H. Church Ford in three percentage actions brought in Kentucky Federal Court.

In a five-page opinion which is regarded as an important decision in favor of distributors, Judge Ford denied the motion of the exhibitor defendant, Price Coomer, seeking summary judgment in his favor on the ground that the admission price provisions of film license agreements rendered them illegal and that, therefore, no recovery could be had for

(*Continued on page* 2)

Trade Press Group To Aid Foundation

Formation of a trade paper subcommittee of the Foundation of Motion Picture Pioneers' fund committee was announced here yesterday by its co-chairmen, Jack Alicoate and Martin Quigley. The panel will work in cooperation with other groups of the main committee in promoting the program of events planned for the fall.

Named to the group were: Jay Emanuel, *Emanuel* Publications; Abel

(*Continued on page* 2)

Keel Is Named Top 'Star of Tomorrow'

Exhibitors of the country have selected actor Howard Keel as the No. 1 "Star of Tomorrow," voting in *Motion Picture Herald's* 11th annual poll of "The Stars of Tomorrow." The remaining nine of Hollywood's

(*Continued on page* 4)

Impellitteri Cites Films' 'Influence for Good'

Describing the motion picture industry as "a great influence for good all over the country," New York's Mayor Vincent R. Impellitteri yesterday extended the city's greetings to the 2,000 film executives and employes who gathered at 9:30 A.M. at RKO's 58th Street Theatre in Manhattan to launch the "Movietime U.S.A." campaign in the Metropolitan area.

Addressing the gathering from the theatre's stage, Impellitteri said the city "welcomes meetings such as this," and "has a deep interest in the success of business." The mo-

(*Continued on page* 3)

Jack Levin Opens N. Y. Home Office

The establishment of a home office in the Paramount Building, New York, was announced here yesterday by Jack Levin, president of Jack H. Levin Associates, new national checking and survey company. Levin was the founder and former general manager of Copyright Protection Bureau and Confidential Reports, Inc.

Levin also announced the appointment of Richard Malkin to be in charge of home office administration. Malkin is former managing editor of Import Publications, Inc.

Business Up Five To 20%: O'Donnell

In the approximately 20 key cities visited by "Movietime U.S.A." officers since the middle of August, theatre business has been found to be five to 10 per cent above last year and, in the South, there is a 20 per cent improvement, Robert J. O'Donnell, campaign director, told the New York Metropolitan area "Movietime" rally at the RKO 58th Street Theatre here yesterday.

Personal Mention

PAUL LAZARUS, JR., Columbia Pictures executive, will appear on WNBT's "Author Meets the Critics" program this Sunday, Sept. 9, at 10:30 p.m. to champion his company's film, "Saturday's Hero."

•

CHARLES LEVY, Walt Disney East Coast publicity representative, will return here today from a Maine vacation.

•

JOSEPH MCCONNELL, president of National Broadcasting, and his wife left New York yesterday for England on the *S.S. Queen Mary.*

•

LUCIEN NACHBAUR, Pathe Cinema representative, and his wife will sail for France today on the *S.S. Liberte* from New York.

•

TONY MARTIN and his wife, SYD Charisse, will arrive here from Paris tomorrow.

•

PERRY LIEBER, RKO Radio studio publicity director, has returned to Hollywood from New York.

•

LIN UNKEFER, RKO Radio studio publicist, will leave New York today for Chicago.

•

LOUIS LIPSTONE, producer, and his wife will sail for Europe on the *S.S. Liberte* today.

•

MARIE MACDONALD, and her husband, HARRY KARL, will leave here for Europe on the *S.S. Liberte* today.

20th Gives FCC

(*Continued from page* 1)

tion to the list of issues to be discussed in the coming theatre television hearings. Their theory was that if these frequencies could be used for theatre TV it might help the Commission solve the thorny problem of where to get frequencies for the new service and thus enhance the industry's chances of winning approval for theatre TV.

A Fox Experimental Theatre

The frequencies referred to are now used by the film industry for on-location radio work and similar purposes. A Fox experimental theatre TV station in New York is also operating in this band under special assignment from the FCC.

The Fox brief said the frequencies assigned to the motion picture industry in the industrial frequency allocation proceeding "are quite suitable for theatre television purposes." It said they were "adequate in range, could be used effectively by a theatre TV system, and could be assigned on a shared basis to the theatre TV industry. Such would effect a further economy in frequency allocation; would eliminate the problem of using frequencies already allocated to common carriers or those allocated to the fixed and mobile services and others; and would in no way prejudice the other services now operating or proposing to operate in the frequency bands specified."

Monday Night Bout Slated by C. B. S.

While some 20 theatres in cities other than New York will present the Robinson-Turpin middleweight championship bout on large-screen television Monday night, CBS home television and radio will be carrying the Bivins-Johnson heavyweight bout at Baltimore Coliseum.

CBS announced its competitive offering yesterday.

Variety Clubs in The X-Ray Business

The board of directors of the Variety Clubs-Will Rogers Memorial Hospital report that a mass chest X-ray program for all members of the entertainment industry here will be held at the Hotel Astor on Monday and Tuesday, Sept. 24 and 25.

Through the cooperation of the Theatre Owners of America convention committee, space has been made available for the mass chest X-ray project. The city's Department of Health, through whose cooperation X-ray facilities are being made available, will conduct the entire X-ray survey. The chest reports are confidential and will be mailed directly to the individual by the Department of Health. There will be no charge for the service.

Selznick to Release 'Gypsy Blood' Here

David O. Selznick plans early winter release of "Gypsy Blood," Michael Powell-Emeric Pressburger Technicolor drama starring Jennifer Jones. Decision on its exhibition policy will be made on his return from his current European trip in three or four weeks.

"Gypsy Blood" was the second of Selznick's co-production ventures in Europe following "The Third Man," and his first in association with the team who produced "The Red Shoes" and "Tales of Hoffman." Selznick controls all exhibition rights for the Western Hemisphere and has already blue-printed an advance promotional campaign to cover the United States, Canada and South America.

Court Holds

(*Continued from page* 1)

percentage under-reporting on such pictures.

Three percentage actions were by Columbia, United Artists and Universal against the exhibitor operating the New Harlan Theatre in Harlan, Kentucky. Each action asserted that the defendant exhibitor "engaged in a plan to defraud the respective plaintiffs by making false reports as to the gross admission receipts so that each plaintiff was damaged. In addition to denying these charges, the defendant exhibitor asserted that the license contracts were illegal and such illegality was pleaded as a complete defense to the right of a plaintiff to secure the relief sought.

Block-Long Display For 'The Earth'

"The largest and most novel overhead display in Times Square history will be constructed at New York's Mayfair Theatre for the world premiere engagements of Twentieth Century-Fox's new science-fiction thriller, "The Day the Earth Stood Still," the company stated here yesterday. The film, which will open on Thursday, Sept. 20, deals with the visit of a space ship to Washington, D. C., and features Michael Rennie, Patricia Neal and Hugh Marlowe.

Against a background of the constellations of the universe, the sign will feature a replica of the space ship and an animated 86-foot robot modeled after Gort, the mechanical being which in the picture accompanies Rennie on his visit to Earth. The display will extend from Seventh Avenue to the 47th Street sides of the theatre.

Film Group Gives Scroll to WNEW

A scroll in appreciation of "the pioneering interest and continuous presentation of hit tunes from Hollywood pictures" will be awarded to Station WNEW here on Art Ford's "Milkman's Matinee" program tomorrow night, at 10 P.M. by a group headed by songstress Judy Garland, songwriter Howard Dietz, and Edward Rugoff, representing the Organization of the Motion Picture Industry of the City of New York.

The program will be Miss Garland's first New York appearance since her recent London appearances. She will soon inaugurate the new two-a-day policy at the Palace Theatre when she opens there on Oct. 16.

General Release of 'Red Shoes' Oct. 1

"The Red Shoes" will be put into general release on Oct. 1, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution for United Artists.

Winner of numerous awards, the film was written, produced and directed by the team of Michael Powell and Emeric Pressburger for the J. Arthur Rank Organization.

TOA Offers Aid to Crusade for Freedom

The Theatre Owners of America, Inc., has again pledged its cooperation to the Crusade for Freedom, which sponsors Radio Free Europe and will conduct a campaign this fall to enroll 25,000,000 Americans in the 1951 Crusade and to raise $3,500,000, according to an announcement here by Gael Sullivan, TOA national director.

Trade Press

(*Continued from page* 1)

Green, *Variety;* Maurice Kann, *Quigley* Publications; Chick Lewis, *Showmen's Trade Review;* Don Mersereau, *Film Daily;* Ben Shlyen, *Boxoffice;* Morton Sunshine, *The Independent;* Mo Wax, *Film Bulletin.*

Johnston Confirms U. S. Job Severance

Washington, Sept. 6.—Economic Stabilizer Eric Johnston today personally confirmed the fact that he will quit his government post and return to his job as president of the Motion Picture Association of America, in the near future.

Johnston said he has not set a definite date, and expects to stay on the job until a successor is found. "It might be Oct. 24, Nov. 1, Nov. 15, Dec. 1, or some other date," he declared.

NTSP Okays Snader's Code Appointment

HOLLYWOOD, Sept. 6.—The National Society of Television Producers today approved NTSP president Louis D. Snader's selection of Lou Greenspan as administrator of the code of ethics, patterned after the motion picture production code, which was recently adopted by the Society.

Greenspan, former trade paper editor and public relations director, who served as executive director of the recent Council of Motion Picture Organizations' exhibitor-producer seminar, will meet with the NSTP board in a fortnight on his return to Hollywood from a business trip. The system for financing the code administration by member assessment and collection fees for services rendered will be set up at a NSTP meeting next Wednesday.

Totman Is Named to New Warner Post

James Totman, district manager of the Erie territory in Warner Theatres' Pittsburgh zone, will be transferred to New Haven as district manager, Harry Feinstein, New England zone manager, reported in New Haven yesterday.

The circuit's home office reported here that Totman's successor in Erie will be named shortly.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYDE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Monogram

(*Continued from page* 1)

Monogram specials. This is a 100 per cent increase in color films, and is due to outstanding returns on color specials released this season, Broidy stated. The balance of Monogram's program includes 18 varied features, plus two Western series of six each.

Allied Artists Cinecolor productions include three Walter Wanger productions, "Yellow Knife," based on a *Saturday Evening Post* serial, and "Queen of the Universe" and "Beauty and the Beast." Also for Allied, Scott R. Dunlap will make "The Police Story" and "Battle Zone." Mirisch will do "The Black Knight," a story of Richard the Lion Hearted. Topping the Monogram program will be Wanger's "Aladdin and His Lamp" in Cinecolor. Six other Monogram color specials are: "Hiawatha," "Wagons West," starring Rod Cameron, "The Rose Bowl Story," "Flat Top," "Wild Stallion" and "Little Shepherd of Kingdom Come."

Monogram black-and-white films include Leo Gorcey and Huntz Hall in four Bowery Boy comedies, Johnny Sheffield in two Bomba, the Jungle Boy Adventures; Wayne Morris in two adventure films, Wild Bill Elliott in two outdoor features, in sepia tone, Stanley Clements in two starring vehicles.

There will be two action films "Escape to Freedom" and "The Sea Tiger," also two headline stories, two collegiate pictures, and two James Oliver Curwood adventures, starring Kirby Grant, with Chinook. Johnny Mack Brown, with James Ellison co-starring, will make a series of six Westerns, and so will Whip Wilson, supported by Jim Bannon and Fuzzy Knight.

Impellitteri

(*Continued from page* 1)

tion picture industry, he pointed out, "is very large business."

The Mayor said he hoped the rally "will lead to good for all in the city, the state and the nation." He reminded that whenever he has had occasion to call on the industry for advice and aid "I've always received it to a wholesome extent."

Product Trailer Set For Nov. 'Movietime'

The advertising managers' committee for "Movietime U.S.A." approved production for November release of a general industry product trailer, featuring the most significant releases of the late fall period. Jerry Pickman, advertising-publicity director of Paramount, will head the project.

N. Y. 'Movietime' Rally

(*Continued from page* 1)

head Fred J. Schwartz who was chairman of the affair.

Colorful slogan banners hailing "Movietime" decorated the theatre's marquee, lobby and stage. Seated on the stage and wearing lapel ribbons which marked the occasion were Nicholas Schenck, Barney Balaban, Spyros P. Skouras, Harry Cohn, Depinet, Richard F. Walsh, Samuel Pinanski, J. Robert Rubin, S. H. Fabian, Joseph Vogel, Samuel Rinzler, Schwartz, William J. Heineman, Robert Mochrie, Al Lichtman, Max A. Cohen, Al Schwalberg, O'Donnell, Max E. Youngstein, Charles Einfeld, A. Montague, Maurice Miller, Edward Rugoff, Mayer and others. Seated among the audience were additional exhibition and distribution leaders.

"Nowhere," Mayer told the audience, "have we had such a gathering as this." Describing the experiences shared by him and O'Donnell on their recent barnstorming tour in behalf of "Movietime," Mayer told of the industry unity that has arisen everywhere since the time nine months ago when a campaign such as "Movietime" was "only a gleam in Max Youngstein's eye."

Mayer read from a *Photoplay Magazine* article passages which declared the industry to be at a "standstill" and devoid of enterprising showmanship and other qualities upon which it could build a future. When he identified the issue as dated October, 1918, the audience responded with laughter and applause.

Turning to the recent "scurrilous attack" on the industry by *Life* magazine, Mayer said that in the final analysis it could be viewed as "a blessing in disguise." If, he explained, the attack does not inspire all in the industry to "fight for their jobs" they deserve a fate such as *Life* described.

O'Donnell, whom Mayer introduced as "the best loved exhibitor in the country," outlined the steps to be taken in the campaign from the kick-off on Sept. 24 with a national hook-up radio program. He testified to the enthusiasm and unity that is attending the campaign preparations everywhere in the U. S.

Schwartz introduced Depinet at the outset, and the COMPO president provided the keynote for the meeting by pointing out that the industry has the power to unite for its own good and for the purpose of advancing and helping all good causes.

The Organization of the Motion Picture Industry of New York provided the decorations and the committee which planned the rally. Lynn Farnol, public relations counsel, assisted by Ben Washer, worked with the organization. The planning committee, cited by Schwartz in his address, consisted of Rugoff, Cohen, Brandt, Miller, Snaper, Harry Mandel, Robert W. Coyne, Mort Sunshine, D. John Phillips and Oscar Doob. The rally was held following less than a week's preparation, yet it was a first-rate success.

At the N. Y. Rally

R. J. O'Donnell, national director of "Movietime U.S.A.," addressing the rally here yesterday.

Among Those Present:—

Among the scores of top-ranking leaders of the industry who attended yesterday's "Movietime U.S.A." rally were those seen above (left to right): Ned Depinet, Joseph Vogel, A. Montague, Fred Schwartz, Nicholas M. Schenck and Robert Mochrie. *Photos by Quigley Publications*

Film Stars To Participate

Several Hollywood stars will re-create selected scenes from their outstanding hits of eight major studios to mark a Lux Radio Theatre salute to the motion picture industry on Sept. 24 at nine P.M. over the CBS network.

Presented with the joint cooperation of the industry, Columbia Broadcasting and Lever Brothers, sponsor of the radio show, the broadcast will hail the 50th anniversary of the first film theatre. It also will inaugurate a year-long promotional campaign by the film industry for "Movietime U.S.A."

Later in the season Lux will present in their entirety, with their original stars, all of the productions previewed on the Sept. 24 broadcast.

William Keighley, host and producer of the program, will act as master of ceremonies.

Robert J. O'Donnell, national director of "Movietime U.S.A.," pointed out that the first theatre built for the exclusive showing of motion pictures was Tally's Electric Theatre, Los Angeles.

Kansas City 'Movietime' Kickoff Set for Sept. 17

KANSAS CITY, Sept. 6. — The "Movietime U.S.A." kickoff meeting for the Kansas City exchange area is set for Monday, Sept. 17 at the Orpheum Theatre. Exchanges will be closed that morning during the meeting that starts at 10 o'clock.

The date was set by the area committee, consisting of Russell Borg and James H. Lewis, distributors' co-chairmen, managers respectively of Warner Brothers and RKO branches here; Harold Lyon, manager of the Paramount Theatre, Kansas City exhibitor chairman; Don Walker, with Warner Brothers, publicity chairman; also Jay Wooten, of Hutchinson, Kansas, exhibitor president, and William Silvers, of Cameron, Mo., exhibitor vice-president of the Allied unit of the area; also Dale Danielson, exhibitor of Russell, Kansas, president, C. V. (Doc) Cook, exhibitor of Maryville, Mo., vice-president Kansas-Missouri Theatre Association.

Washington Exhibitors Pledge Five-Cents-a-Seat to 'Movietime'

WASHINGTON, Sept. 6.—Washington exhibitors have pledged five cents a seat to finance the local "Movietime, U.S.A." drive this fall.

The action was taken at a meeting today. The meeting also set Oct. 8 as the kick-off date for the local campaign, with a luncheon featuring Hollywood stars and other key industry personalities.

Sullivan to Tell Ad Club About 'Movietime' Drive

WASHINGTON, Sept. 6.—Gael Sullivan, executive director of the Theatre Owners of America, will outline the purposes and program of the "Movietime U.S.A." campaign to the Washington Advertising Club in a luncheon address next Tuesday.

Jones and Schaffer Will Lead 'Movietime' Drive in Illinois

CHICAGO, Sept. 6.—John J. Jones, of Jones, Linick, and Schaffer, and Edwin Silverman, Essaness Theatres, have been named "Movietime in Illinois, U.S.A." co-chairmen.

20th-Fox

(Continued from page 1)

divorcement of exhibition from production-distribution which were previously consummated by Paramount and RKO. Theatre assets will be transferred to the new theatre company and production-distribution assets to the new picture company in exchange for all of the capital stock of the new companies. That stock will then be transferred to 20th-Fox stockholders on the basis of one share of the new picture company and one share of the new theatre company for each share of the present 20th Century-Fox stock. The latter shares will be cancelled and the old corporation dissolved.

The formerly outstanding preferred and prior preferred stock of 20th Century-Fox already has been retired by the company, at a cost of $11,209,662. Money for the purpose was obtained from a $12,500,000 dividend paid by National Theatres, wholly owned subsidiary which is destined to become the new independent theatre company. At their inception, the two new companies will have an expected authorized capital stock of 3,000,000 common shares each.

The boards of directors of both new companies will be appointed by 20th Century-Fox, subject to the provisions of the consent decree. The board will appoint the officers of their respective companies. Nothing in the decree prevents Spyros P. Skouras from continuing as president of the picture company or Charles P. Skouras as president of the new theatre company.

The new picture company may not have a director or officer who is a director, officer, agent, or substantial stockholder of another film distribution company, and there are restrictions on the election of directors and officers to the new theatre company who are affiliated with another circuit. Moreover, the new picture and theatre companies may not have common officers, directors or employes.

Officers or directors of the new picture company who will own as much as one-half of one per cent of the stock of the new theatre company must dispose of such interest or trustee it.

In addition to film production and distribution, including newsreels and shorts, the new picture company will continue to own 20th Century-Fox's foreign theatre interests and will acquire its license covering the Swiss Eidophor large screen theatre television equipment. The new company also will continue the music publishing and play backing and purchase operations of the present company.

The plan notes that no arrangement has yet been made for compliance with the decree provision by which 20th-Fox must sell all its stock in the Roxy Theatre, New York, or lease it to a company in which 20th-Fox has no interest, by June 7, 1953.

A *pro forma* balance sheet for the new picture company, as of June 2, last, shows total current assets of $84,337,000 and current liabilities, including funded debt of $2,000,000 due currently, amounting to $16,588,000, leaving working capital in excess of $67,000,000. Assets include $14,023,000 in cash, and $59,128,000 in inventories. Total assets amount to $108,054,000.

Figured separately, 20th-Fox earnings of $1,071,113 for the first half of this year, reflect a loss of $309,866 for the picture operations and a profit of $1,380,979 for theatre operations. For the first six months last year, consolidated profit was $4,683,581, of which $2,399,055 was picture profit and $2,284,526 was theatre profit.

In an accompanying letter to stockholders, Skouras states that for the first seven weeks of the current third quarter, "film rentals have shown an increase of 11 per cent over the same weeks last year and theatre receipts are now making a better comparison with those of a year ago than at any other time during 1951."

The new theatre company, according to its *pro forma* balance sheet, will have current assets of $15,200,000, including $11,250,000 cash. Current liabilities, including funded debt of $1,860,000 due currently, amount to $9,356,000, leaving working capital of nearly $6,000,000. Total assets amount to $55,520,000.

As of June 30, last, National Theatres had an interest of 541 U. S. theatres, of which wholly owned subsidiaries owned 166 and leased 307; voting controlled but not wholly owned subsidiaries owned eight and leased 31; nine were owned and 12 leased by associated companies owned 50 per cent or less, and eight belonging to others were operated under agreements.

Of the 541 theatres, 470 were open, 66 closed and five operated by others as of last June 30.

Within two years from last June 7, National must divest itself under decree provisions of 91 theatres and four real estate parcels. Of these, recently 31 were closed and seven were operating part time. Three additional theatres must be divested as of today. Conditional upon certain happenings, 57 other theatres are subject to divorcement. Also, there are 108 competitive situations which might have imposed upon them film licensing limitations under certain conditions.

A detailed listing of the decree's divestiture provisions was published in MOTION PICTURE DAILY of June 4 last.

Review

"The River"

(Jean Renoir—United Artists)

JEAN RENOIR's "The River" is a factual and philosophical picturization of life among natives and colonials in a small corner of India. The result of three years' work, it is the first picture to be made entirely in that country in Technicolor. It is a film of considerable visual beauty, attaining at times expert blendings of hue and form. It is at once a travelogue and a tender love story, a work of art and a technical accomplishment.

Leisurely in the telling of its story, and often wistfully philosophical in its eyeing of the life cycle—birth, love and death—this is hardly a picture that measures up to the popular conception of what is commercially promising merchandise from the standpoint of the regular run of theatres. Obviously, then, its proper market place is the so-called "art" theatre, and there it could establish itself box-office-wise among the succesful "art" films of the recent past. "The River" will have its world premiere Monday night at New York's Paris Theatre. There and elsewhere in the U. S. it will be presented on a roadshow, reserved seat basis.

Renoir, who directed, shares production credit with Kenneth McEldowney and authorship of the screenplay with Rumer Godden, on whose novel the film is based. The river of the story and the Hindu community that thrives on its banks bustle with commercial, religious and family activity, with time out each day for the traditional siesta. Spotlighted are two white families, one including a large number of girls between ages two and 14 and but a single boy, the other comprising a philosophical Irishman, his half-Hindu daughter and an American cousin who lost a leg in the war. The main role is filled by 'teen-aged, freckled Patricia Walters, eldest daughter of the former family, who finds herself in love for the first time and in competition with a pretty 18-year-old friend and the half-Hindu girl for the affection of the disturbed war veteran.

It is a gentle tale, much given to thoughts and conversation about "growing up," and emphasizing that "only children know what is important in life." A vital charm pervades this film. It is evident in the candid glimpses of native life and in the performances. Nora Swinburne as the heroine's mother, Edmond Knight as her father, Thomas E. Breen as the object of her affection, Arthur Shields as the philosophical Irishman, Adrienne Corri as the love-smitten 18-year-old and the many other players young and old imbue their roles with warmth and feeling. The little brother, Richard Foster, whose curiosity for reptiles marks him for death, is a beguiling child. Others to be credited are June Hillman, who narrates; Claude Renoir, director of photography, and the many who contributed technical assistance. Mainly, of course, it is Jean Renoir's picture, and although it may not be destined to stand alongside his "Grand Illusion" in memory, it does rate attention as a worthwhile effort in contemporary motion picture production.

Running time, 99 minutes. General audience classification. Release date, Sept. 10.

CHARLES L. FRANKE

Film Costs Down

(Continued from page 1)

company stockholders yesterday.

The statements, prepared for the company reorganization required by divorcement under its Federal consent decree, show abrupt drops in theatre receipts from 1948 through May, 1951, whereas film rentals of the company made appreciable gains during most of the period.

Countering the drop in theatre receipts were drastic cuts in operating expenses, despite which earnings declined drastically. The increased picture revenue, on the other hand, was offset by increases in film amortization costs but still was sufficient to maintain substantial earnings through 1948, 1949 and 1950. The company's film rentals and earnings experienced a sharp drop during the first five months of this year.

Keel Named

(Continued from page 1)

most promising talent include Thelma Ritter, Shelley Winters, Frank Lovejoy, Debra Paget, David Brian, Piper Laurie, Gene Nelson, Dale Robertson and Corinne Calvet, in that order.

The Stars-of-Tomorrow poll is *Motion Picture Herald's* companion canvass to its 19-year-old "Money-Making Stars" poll, the industry's oldest and most universally accredited yardstick of talent values. Both polls are conducted annually by direct-mail sealed-ballot and present the findings of theatre operators, both independent and circuit, in direct and constant contact with the public that states its player preferences in the language of the box-office dollar.

Breaking down the combined vote, circuit exhibitors voted as follows: Howard Keel, Frank Lovejoy, Thelma Ritter, Debra Paget, David Brian, Shelley Winters, Piper Laurie, Corinne Calvert, Dale Robertson and Gene Nelson, in that order, while the independent exhibitors voted in this order: Howard Keel, Shelley Winters, Thelma Ritter, Debra Paget, Frank Lovejoy, Dale Robertson, David Brian, Gene Nelson, Piper Laurie and Ricardo Montalban.

Would Have Arenas For TV of Fights

CLEVELAND, Sept. 6.—Some 250 arenas throughout the country will have the exclusive TV exhibition rights to all fights, if plans now being negotiated with the International Boxing Club are successfully concluded.

So sure are the arenas of obtaining the exclusive TV rights that they are negotiating for equipment including a large four-sided Carrier screen.

Seating capacity of the arenas of the country are about 1,800,000, according to Jim Hendy, managing director of the Cleveland Arena who expressed the opinion that arenas are the proper place for fight presentation while entertainment TV presentations are best shown in theatres.

RKO Cleveland House Advances Vaudeville Show on Bout Night

CLEVELAND, Sept. 6.—For the Robinson-Turpin TV exclusive fight presentation at the RKO Palace Theatre on Sept. 12, the evening vaudeville showtime will be advanced from 8:3 to 5:30 p.m.

The house will be cleared at the end of the show, when seats will go on sale for the fight. Scale of $2.4 is for general admission, no seats reserved. A picture will follow the fight.

Nat'l TV Contract For '51 Grid Games

First national contract schedule o televised college football games wil open Sept. 29, officials of the televisio committee of National Collegiate Athletic Association and Westinghouse Electric Corp. announced here. Westinghouse is sponsoring the black-and white telecasts over National Broadcasting's 52 stations and affiliates extending from Coast to Coast.

The 19-game schedule includes 2 colleges and universities.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 49 NEW YORK, U.S.A., MONDAY, SEPTEMBER 10, 1951 TEN CENTS

Business Rise Continuing In New Season

New York, Several Other Cities Note Prosperity

The first week of the new show eason, ushered in last Monday, Labor Day, swung the pendulum even urther in the direction of better motion picture box-office business, a irection in which it has been headed for some two to three months n a comparatively wide geographical cale.

Business in New York City, especially at Broadway first-run houses, was very strong and reports from *Motion Picture Daily* correspondents in the field received at the weekend indicate receipts at scores of key houses in many cities and towns were quite satisfactory.

Business, including the holiday, was better in Cleveland downtown and neighborhood houses than it was last year. From St. Louis comes the report that the practical end of summer, plus much cooler weather kept

(*Continued on page 4*)

Conn. Allied, MPTO Unitefor 'Movietime'

In a joint statement issued here at the weekend through the headquarters of the Council of Motion Picture Organizations, Allied Theatres of Connecticut and the Motion Picture Theatre Owners of Connecticut, it was disclosed that "Movietime U.S.A." would be sponsored by the two groups working hand-in-hand.

The following committees have already been set up: Steering committee, Harry F. Shaw, Harry Feinstein,

(*Continued on page 4*)

Yolen Will Handle Publicity for TOA

Will Yolen, who has been identified with motion picture publicity for Warners', Paramount and independent producers in New York, has been named head of public relations and publicity for the 1951 Theatre Owners of America convention and trade show in the Hotel Astor here, Sept. 23-27.

He will make his headquarters in the TOA offices until convention time, when he will establish press rooms in the Astor.

Fox Midwest, 'IA' Violate Taft-Hartley Act: NLRB

WASHINGTON, Sept. 9.—A National Labor Relations Board examiner has proposed offering Fox Midwest Amusement Corp., Fox Plaines Theatres Corp., the IATSE and several other unions to reinstate a discharged operator in Coffeyville, Kans., and to cease further discrimination against him.

The operator, Kenneth Caraway, is the brother of the business agent of the IATSE local, and the whole case stems from a bitter dispute between the brothers. The NLRB examiner found that the IATSE local and the other unions brought pressure on Fox to fire Caraway, and that by doing so, violated the Taft-Hartley law, The examiner also found that the companies, by acceding to the union pressure, also violated the law.

In addition to reinstatement, Caraway would get back pay under the examiner's recommendations. The examiner's recommendations would become final unless the companies or unions object within 20 days. In that case, the board will review the matter.

A spokesman for the IATSE here declined to comment on the NLRB

(*Continued on page 4*)

Skouras Heads 1952 'Brotherhood' Week

George Skouras will be the national chairman of the motion picture division for the 1952 "Brotherhood Week," conducted annually in February by the National Conference of Christians and Jews, it was announced here on Friday by J. Robert Rubin, vice-president and general counsel of Loew's, Inc., and a national director of NCCJ.

George Skouras

Initial plans for the motion picture industry's participation in the 1952 Brotherhood Week will be discussed at a luncheon to be given by Rubin in the Waldorf-Astoria Hotel here on Thursday.

WB-'IA' 'Collarite' Talks Begin Today

Representatives of Warner Brothers and the IATSE Motion Picture Home Office Employes Local No. H-63 will meet here today and tomorrow to hammer out a new contract for 400 "white collar" workers at the

(*Continued on page 4*)

Paramount Election Here Due Sept. 20

Sept. 20 was recommended on Friday by Max Dauber, National Labor Relations Board hearing officer here, as the date for holding an election among "white collar" workers and publicists of Paramount's home office,

(*Continued on page 4*)

30% OF ALL PROGRAMS ON TV NOW ON FILM, EASTMAN SAYS

ROCHESTER, N. Y., Sept. 9.—At least 30 per cent of all TV programs now on the air are on film, and a recent estimate even put the figure at 50 per cent, Eastman Kodak stated here at the weekend, adding: "This percentage, moreover, is rising as the advantages and methods of using films become better known.

"For 1951 the TV industry will use an estimated 300 to 350 million feet of film, most of this being black-and-white 16mm motion picture film, the rest 35mm," Eastman estimated.

"Film enables producers to make some programs that would be next to impossible to do 'live.' Again, film

(*Continued on page 4*)

Wanger in Favor of Independent Filming

BOSTON, Sept. 9.—Walter Wanger, producer for Monogram-Allied Artists, while on a visit here, stated that "with conditions as they are today there is no better opportunity for an independent producer than to join with an independent company because the overhead is small and what money is spent on production can be seen on the screen."

The first production made for Monogram-Allied Artists by Wanger is "Aladdin and His Wonderful Lamp" and will be released at Christ-

(*Continued on page 4*)

Theatre Video Color Before Meeting Today

7 Other Topics Also on Industry Parley Agenda

An eight-topic agenda out of which the industry's policy on theatre television frequencies is expected to develop will be the mainspring of today's meeting of representatives of Allied States, Theatre Owners of America, Motion Picture Association of America and the National Exhibitors Theatre Television Committee at the MPAA office here.

Apart from the general question of application to the Federal Communications Commission for a hook-up for a large number of cities to form a permanent network of theatres equipped to present large-screen television programs, the meeting will deal with such supplementary points as the accommodation of color television by the channels sought and whether a private or a "cooperative" carrier should be employed in the establishment of a network.

Although it was decided originally among the industry's specialists on

(*Continued on page 4*)

2 New Cities Get Robinson-TurpinTV

The exclusive telecast of the Sugar Ray Robinson-Randy Turpin middleweight championship fight at the Polo Grounds here Wednesday night will be carried by at least 13 theatres in 11 cities, Nathan Halpern, head of Theatre Network Television, said on Friday. Others may be added by Wednesday.

Two cities, St. Louis and Asbury

(*Continued on page 4*)

Fight Film to Have Full Accessory Line

RKO Radio has issued a press sheet containing copies of the ads, one-sheets, and publicity material for the forthcoming Randy Turpin-Sugar Ray Robinson bout scheduled for the Polo Grounds on Wednesday night. RKO says the ads are set up so they can be used as teasers prior to the fight, by the addition of a single line, "Can Sugar Ray bring the title back to the U.S.A.?" over regular copy.

Personal Mention

OSCAR DOOB, Loew's general theatre executive, is on a tour which will take in Pittsburgh, Columbus, Dayton, Indianapolis, Evansville and Louisville.

•

HARRY A. BURKE, Saratoga Springs theatre manager, was named public safety commissioner of Saratoga Springs, not Albany, as was previously reported in this column.

•

PAT SOMERSET, assistant executive secretary of the Screen Actors Guild, has just been re-elected president of the California State Theatrical Federation (AFL).

•

HUGH MACKENZIE, RKO Radio field man, and his wife announced the birth of a daughter, LAURIE ANNE, at the Bryn Mawr Hospital in Philadelphia.

•

RUSS BROWN, Evergreen Theatres' general manager for Oregon, has been named motion picture chairman for the annual Portland Community Chest drive.

•

MILTON GOODMAN, sales manager of the 16mm. division of Screen Gems, Inc., and his wife announce the birth of a daughter, Helen Marsha, at Presbyterian Hospital here.

•

LEONARD BURCH, Atlanta branch manager for United World Films, has left there for a vacation at his home in Brooklyn, N. Y.

•

CHARLES B. WELLS, JR. of the Falls City Theatre Equipment Co.'s staff, has returned to Louisville from a vacation in Oklahoma.

•

ELAINE FORKEY, daughter of KEN FORKEY, Worcester, Mass., theatre owner, was married to MEYER ERLICH, of Peabody, Mass., on Sunday.

•

CHARLES MCBRIDE, of Golden State Theatres, San Francisco, is recuperating at his home following a heart attack.

•

KARL J. NATHAN and ROBERT FRIEDNER, of Frinat International Corp., have arrived in New York from Manila.

•

A. T. CRAWMER, Minneapolis branch manager of National Theatre Supply, this week starts his 25th year in the post.

Predict 4,000 'David' Dates by January 1

A total of 4,000 dates on Darryl F. Zanuck's 20th Century-Fox production of "David and Bathsheba" before Jan. 1 was predicted here at the weekend by 20th-Fox distribution chiefs.

Crosby Film to Astor

Paramount's Bing Crosby production of "Here Comes the Groom" will open at the Astor Theatre here on Sept. 20.

PUBLIC SPURNED 'LIFE' VIEW; STOCKS, ATTENDANCE ROSE

Both the investing and the theatregoing public have rejected the pessimistic propaganda against the motion picture industry set forth in the *Life* magazine article of Aug. 13.

In the four weeks since the article was published, attendance at motion picture theatres has continued its climb, already underway when *Life's* reporters were making their "survey" of the industry. Theatre business throughout the country is five to 20 per cent ahead of a year ago at this juncture.

Moreover, the securities of all motion picture companies have shown marked attraction for investors during the past four weeks and, without exception, are at higher levels today than on the day the *Life* article was published.

In the four-week period the article has had ample time to be circulated, read by all who probably ever will read it, and its influence felt. In the most telling places—at the boxoffice and on the stock market—its influence, obviously, has been nil. (There may be something there for film advertisers in *Life* to think about.)

In the public mind, the article may be forgotten now. What impressions it left, how lasting they will be, are difficult to assay. There is reason for the industry to hope that in view of developments since and to be expected, the most lasting impression the article will have created in the public mind, is that of the inaccuracies and unreliability of *Life's* reporting.

Following are the stock quotations of motion picture companies as of Aug. 15, two days after date of issue of the *Life* article, and quotations for the same stocks at the close of trading on the New York Stock Exchange last Friday:

N. Y. Stock Exchange	**Aug. 15**	**Sept. 7**
Columbia Pictures....	12¾	13⅜
Loew's	16⅜	18
Paramount	24⅜	26½
RKO Pictures	3¾	4⅜
RKO Theatres	3⅞	4¼
Republic	4¼	5¼
Republic pfd.	9⅞	11⅛
20th Century-Fox....	20⅛	20½
United Par. Theatres.	19⅞	21
Universal	9⅞	11¼
Universal pfd.	55	58½
Warner Bros.	14⅛	14½
N. Y. Curb Exchange		
Monogram	3⅜	4
Technicolor	19⅜	20⅛

It would seem that *Life* should retain some of that "advice" it so freely passes along to Hollywood about not underestimating the intelligence of the public.

SHERWIN KANE

Maria Montez Is Dead

Maria Montez died of drowning in her bathtub in her home in Paris Friday, according to press reports reaching here. The Latin-American actress, wife of Pierre Aumont, had been in the best of health. Medical authorities say that she apparently fainted, then slumped into the water and drowned. She was 31.

D. of J. Gives Schine Two-Week Extension

Washington, Sept. 9. — The Justice Department has given the Schine Circuit another two weeks, until Sept. 25, to dispose of seven theatres which were to have been sold during the second divestiture year under the consent decree. The previous deadline was Sept. 11.

Briskin Announces More Tour Names

HOLLYWOOD, Sept. 9.—The Council of Motion Picture Organizations' Hollywood chairman, Samuel J. Briskin, disclosed the names of thirty more film personalities who will tour the country in behalf of the "Movietime U.S.A." campaign. With the names published a week ago, this brings the present total to 126. The announcement listed the following:

Players: Lew Ayers, Vanessa Brown, John Carroll, Marge & Gower Champion, Jeanne Crain, Tony Curtis & Janet Leigh, Fred Clark, Glenn Ford, Coleen Gray, "Rocky" Lane, Raymond Massey, Wayne Morris, Pat O'Brien, Jimmy Stewart, Benay Venuta, Keenan Wynn.

Directors: George Cukor, Norman Foster, Mark Robson, Frank Tashlin, John Sturgis.

Writers: Sidney Boehm, Borden Chase, Morgan Cox, Henry Ephron, Philip Dunne, Sidney Sheldon, Harry Tugend.

Burger, Kahn, Katz Promoted by W. B.

PITTSBURGH, Sept. 9.—With the transfer of James Totman, Warner Theatres' district manager in Erie, to district manager for Warner New England Theatres, Harry Burger, advertising manager, has been appointed his successor in Erie as district manager by M. A. Silver, manager of Warner's Pittsburgh zone.

Silver also appointed Jacques Kahn, formerly assistant to Burger, as manager of the advertising department. Phil Katz, manager of the Enright Theatre in Pittsburgh, has been assigned to the advertising department as assistant to Kahn.

Zukor to Inspect Product at Studio

HOLLYWOOD, Sept. 9. — Adolph Zukor, chairman of the board of Paramount Pictures, is due here early this week from New York at the invitation of Y. Frank Freeman, studio head, to see several recently-completed pictures, including Cecil B. DeMille's "The Greatest Show on Earth" and Perlberg-Seaton's "Aaron Slick from Punkin Crick," among others.

Newsreel Parade

EXTENSIVE coverage is accorded the Japanese peace conference in all current newsreels. Other items include the national tennis championship and ice-capades. Complete contents follow:

MOVIETONE NEWS, No. 73 — Reds thwarted in try to block Japanese treaty. Democracy through education. Sports: Tennis, ice-capades.

NEWS OF THE DAY, No. 203—Japanese peace treaty conference. Miss America. Borneo coronation. Ice-capades. Sports: Tennis.

PARAMOUNT NEWS, No. 6 — Peace treaty drama at San Francisco. Stock car race in Darlington, S. C. National tennis championships.

TELENEWS DIGEST, No. 36-B—Japanese peace treaty conference in San Francisco. National tennis championship at Forest Hills.

UNIVERSAL NEWS, No. 489—The Japanese peace treaty conference in San Francisco. Sports: Ice-capades of 1952.

WARNER PATHE NEWS, No. 8—The Japanese peace conference in San Francisco Sports: National tennis championships.

Festivities Mark Opening of 'Angel'

PITTSBURGH, Sept. 9.—The world premiere of M-G-M's "Angels in the Outfield" at the State Theatre Friday was marked by a two-day round of activities. Clarence Brown, producer-director of the film, Paul Douglas, who co-stars with Janet Leigh and Father F. R. Grady of Scranton author of the original story, were guests at the premiere.

The celebration began Thursday night at the Pirates' ball park, where Brown and Douglas presented a bound copy of the original script to Branch Rickey, whose team worked in "Angels in the Outfield." Friday's events began with a 50-automobile parade from Forbes Field to the State Theatre, where Brown, Douglas Father Grady, Rickey and all of the Pirates were presented to the premiere audience.

May Oppose TV Request

VIRGINIA BEACH, VA., Sept. 9.—Television broadcasters indicated they might oppose the motion picture industry's request to the FCC for special theatre TV frequencies. The television board of directors of the National Association of Radio and Television Broadcasters, following a lengthy discussion of the question at their meeting Friday, directed their general counsel to appear at the theatre TV hearings and oppose any action "which might involve impingement of facilities assigned to television broadcasting."

Walsh Heads for Coast

Richard Walsh, IATSE president will leave here late this week for San Francisco to attend the annual convention of the American Federation of Labor there next week. He will leave there for Los Angeles about Sept. 25 to be on hand for the resumption of contract negotiations between "IA" studio unions and producers on Oct. 1.

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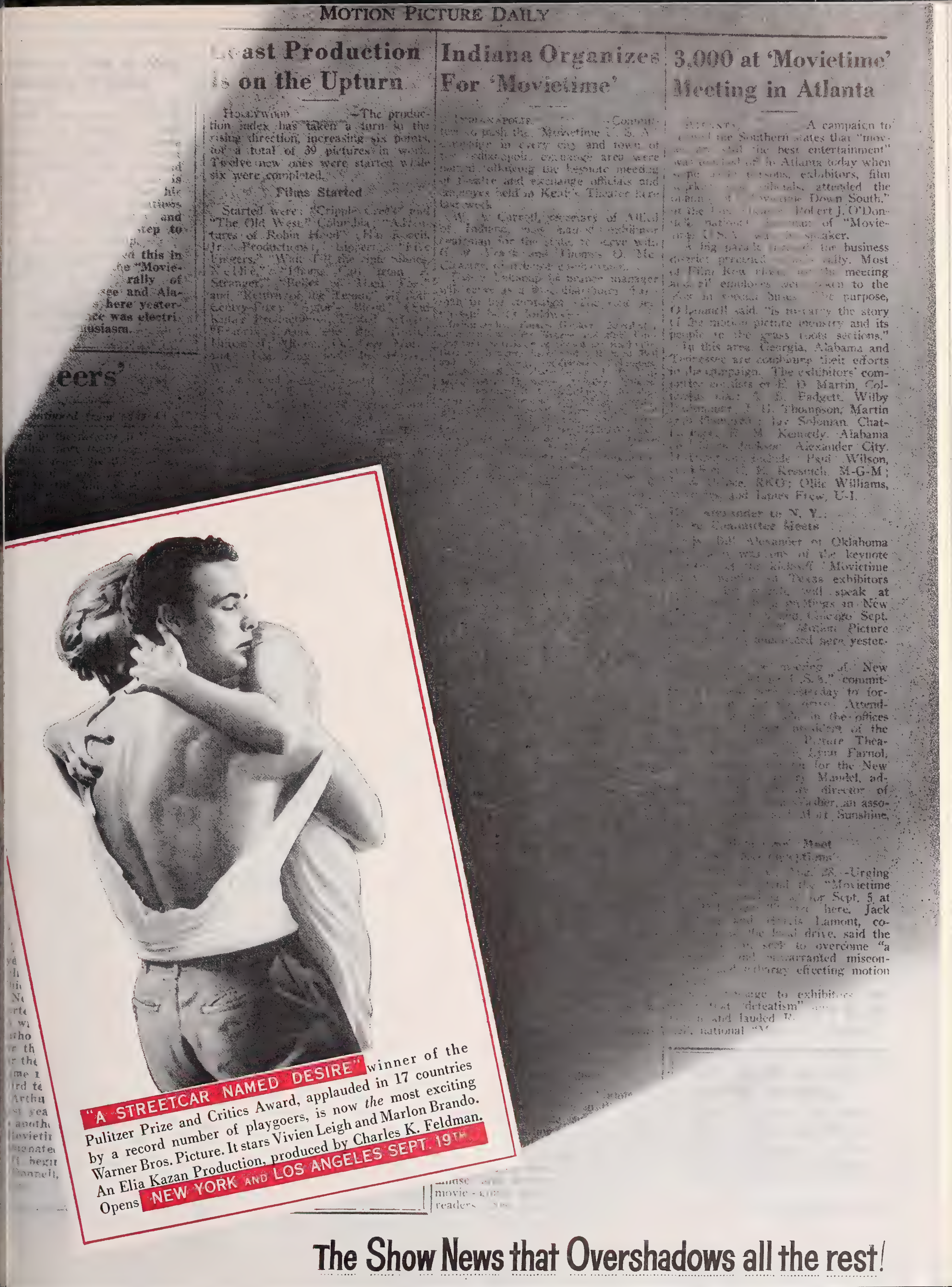

MOTION PICTURE DAILY

[illegible]ast Production [illegible] on the Upturn

HOLLYWOOD [illegible] —The production index has taken a turn in the rising direction, increasing six points, for a total of 39 pictures in work. Twelve new ones were started while six were completed.

Films Started

Started were: "Cripple Creek" and "The Old West," Columbia; "Adventures of Robin Hood" (Ha Roach, Jr. Productions); [illegible] "The Lineers," "Wait Till the Sun Shines, Nellie," [illegible] Stranger," "Belles [illegible]" and "Return of the Texan," [illegible] Century-Fox; [illegible]

Indiana Organizes For 'Movietime'

INDIANAPOLIS [illegible] —Committees to push the "Movietime U. S. A." campaign in every city and town of the Indianapolis exchange area were named following the keynote meeting of theatre and exchange officials and employes held in Keith's Theatre here last week.

[illegible] Carroll, secretary of Allied of Indiana, was named exhibitor chairman for the state, to serve with [illegible] and Thomas O. Mc[illegible] [illegible]

3,000 at 'Movietime' Meeting in Atlanta

ATLANTA, [illegible] —A campaign to [illegible] the Southern states that "movies are still the best entertainment" was touched off in Atlanta today when [illegible] exhibitors, film [illegible] attended the [illegible] "Movietime Down South," at the [illegible] Robert J. O'Donnell, national [illegible] of "Movietime U. S. A.," was the speaker.

A big parade [illegible] the business district preceded [illegible] rally. Most of Film Row [illegible] the meeting [illegible] employes [illegible] to the [illegible] purpose, O'Donnell said, "is to carry the story of the motion picture industry and its people to the grass roots sections."

In this area Georgia, Alabama and Tennessee are combining their efforts in the campaign. The exhibitors' committee consists of E. D. Martin, Columbus [illegible] S. Padgett, Wilby [illegible] J. H. Thompson, Martin [illegible] Solomon, Chattanooga; R. M. Kennedy, Alabama [illegible] Alexander City. [illegible] Paul Wilson, [illegible] Kressuch, M-G-M; [illegible] RKO; Ollie Williams, [illegible] and James Frew, U-I.

[illegible] Alexander to N. Y.
[illegible] Committee Meets

[illegible] Bill Alexander of Oklahoma [illegible] one of the keynote [illegible] "Movietime [illegible] Texas exhibitors [illegible] will speak at [illegible] meetings in New [illegible] Chicago Sept. [illegible] Motion Picture [illegible] announced here yester-[illegible]

[illegible] meeting of New [illegible] U. S. A." committee [illegible] yesterday to for-[illegible] Attend-[illegible] in the offices [illegible] of the [illegible] Picture Thea-[illegible] Lynn Farnol, [illegible] for the New [illegible] Mandel, ad-[illegible] director of [illegible] an asso-[illegible] Sunshine, [illegible]

[illegible] Meet [illegible]

[illegible] —Urging [illegible] the "Movietime [illegible] for Sept. 5 at [illegible] here. Jack [illegible] Lamont, co-[illegible] drive, said the [illegible] seek to overcome "a [illegible] unwarranted miscon-[illegible] effecting motion [illegible]

[illegible] urge to exhibitors [illegible] "defeatism" [illegible] and lauded [illegible] national "M[illegible]

[illegible] this in the "Movie-[illegible] rally of [illegible] and Ala-[illegible] here yester-[illegible] was electri-[illegible] enthusiasm.

[illegible]eers'

[illegible] movie-[illegible] readers [illegible]

"A STREETCAR NAMED DESIRE" winner of the Pulitzer Prize and Critics Award, applauded in 17 countries by a record number of playgoers, is now *the* most exciting Warner Bros. Picture. It stars Vivien Leigh and Marlon Brando. An Elia Kazan Production, produced by Charles K. Feldman. Opens NEW YORK AND LOS ANGELES SEPT. 19TH.

The Show News that Overshadows all the rest!

$20,000 to Move Theatre TV Set

Albany, N. Y., Sept. 9.—It will cost Fabian Theatres $20,000 to move its RCA theatre television system from the top Palace Theatre here to the smaller and lower-run nearby Grand, for the purpose of experimentation. The removal costs, of course, are principally mechanical and engineering installation charges. The removal is scheduled to be completed in time for the Turpin-Robinson fight telecast Wednesday.

The original equipment and installation cost $40,000.

Fight TV

(*Continued from page* 1)

Park, will get their first glimpse of theatre television that night and two theatres, the Uptown, Chicago, and Grand, Albany, will be showing it for the first time. Films of the fight will be made by RKO and exhibited in many theatres the next day and subsequently.

Theatres already signed to take the fight telecast are: Pilgrim, Boston; Stanley and Royal, Philadelphia; Century, Baltimore; Keith's, Washington; National, Richmond; Grand, Albany; Fulton, Pittsburgh; Palace, Cleveland; Uptown and Tivoli, Chicago; New Shenandoah, St. Louis; St. James, Asbury Park, N. J.

Television-equipped theatres in Binghamton, N. Y.; Detroit, Minneapolis and Los Angeles will be unable to take the fight because of the current lack of inter-connecting facilities for theatre TV. New York theatres are not eligible to take the telecast under restrictions designed to protect attendance at the fight itself.

Theatre Video

(*Continued from page* 1)

theatre television that the size of channels should be eight megacycles, there now appears to be agreement on 10 megacycles, particularly because of the industry's desire to bring color to the large-screens.

Further discussion today of the relation of color to megacycles will take in an examination of the possibility of achieving on the theatre screens color definition and brilliance comparable to Technicolor motion pictures.

The representatives of the four industry organizations concede that the problem of drawing up a proposal for a permanent theatre television network embracing many cities is a most difficult one. They point out that it requires complete surveys of the hook-up possibilities among theatres within the respective cities as well as of cost and other factors relating to city-to-city hook-ups. It is understood that there is envisaged a network stretching from Boston to Washington, and presumably including the areas surrounding those two cities.

The meeting will endeavor to decide whether the network which will be proposed for FCC approval should be managed by an enterprise such as Theatre Network Television or by a "cooperative" of exhibitors or by perhaps some other type of enterprise.

It is expected that other similar meetings will follow today's, just as this one follows a number which were held from time to time during the past several months.

Participating in the meeting today will be the MPAA television committee, headed by Leopold Friedman; representatives of national Allied including Trueman Rembusch; C. M. Jansky, Jr., and Stuart Bailey, TOA television engineers; Marcus Cohn, special TOA television counsel; Earl Sponable of 20th Century-Fox; Paul Raibourn, of Paramount; S. H. Fabian of NETTC, and Mitchell Wolfson, chairman of TOA's television committee. It was expected that Abram F. Myers, Allied general counsel, also would attend, but it was not certain at the weekend.

Review

"The Blue Veil"

(*Wald-Krasna Prod.—RKO*) *Hollywood, Sept.* 9

LIVING UP TO their frequently-stated conviction that producers, in general, have been neglecting the distaff side of their public in recent years, co-producers Jerry Wald and Norman Krasna aimed their first joint production directly at women and landed it squarely on target.

With Jane Wyman giving her usual Academy-calibre performance, supported by Charles Laughton, Joan Blondell, Agnes Moorehead, Cyril Cusack and many others in comparably competent portrayals, they have come up with what may be described, respectfully, as a four-handkerchief picture. Its appeal to womankind is universal and there is plenty in its story to moisten male eyes as well. "Movietime, U.S.A." prospects are substantially brightened by this picture's advent.

Stating its theme at the opening as "who raises a child of his own flesh lives with nature; who raises a child of another's lives with God," the screenplay, by Norman Corwin, from a story by Francois Campaux, first used in a widely-acclaimed French version, the story begins in 1918 with Miss Wyman, young war widow, taking temporary employment as a nurse to a widower's baby after her own had died. She experiences heartbreak when Laughton's marriage terminates her custody of his child and, again and again as, during the ensuing years, she finds it necessary to part for various sound reasons from children she has reared.

Rejecting several offers of marriage, she follows her chosen career until, prematurely aged and impoverished by her devotion to an abandoned boy whose mother returns after eight years to legally wrest him from her, she is reduced to janitor duties. How one of her early charges, now grown, brings happiness to her at long last is told in a sequence no synopsis should disclose.

Curtis Bernhardt directed, expertly carrying the interest over from one episode to another and Raymond Hakim was associate producer.

Running time, 114 minutes. General audience classification. Release date, Oct. 27.

WILLIAM R. WEAVER

Eastman TV Report

(*Continued from page* 1)

can be slowly and carefully edited. 'On the air' pressure is absent. There are no 'flubbed' lines. Special effects, like animated cartoons, can be created. Films can be used repeatedly. In this way the cost of a show can be spread out over more air time and more sponsors.

"An interesting trend is that a number of producers are already shooting TV films in color. These are printed on black-and-white film for screening now. But, when needed, they'll be ready for use again on color telecasts," stated Eastman.

See Theatre TV Use For Civil Defense

Civil Defense workers in four Eastern cities will go to "school" on Sept. 15 in the first test of theatre television as a training technique. A "live" program, originating in Washington, will be seen on the screens of theatres in New York, Baltimore, Philadelphia and Washington, by more than 11,000 spectators. If the experiment is successful, a series of training programs may be inaugurated to give standardized instructions.

Wanger Favors

(*Continued from page* 1)

mas time. Two other productions to be made by Wanger for Monogram-Allied Artists are "Buccaneers of the Barrens," to go into production in November, and "Queen of the Universe," to go into production in February.

Conn. Allied, MPTO

(*Continued from page* 1)

Albert M. Pickus and Maurice Bailey; Publicity, Lou Brown, John Hesse, Franklin Ferguson and James Darby; Finance, Dr. Jacob Fishman and George H. Wilkinson, Jr.

Fox Midwest, 'IA'

(*Continued from page* 1)

examiner's action, on the grounds that the incident was "predominately a local matter."

CBS Fight TV on Wed.

While theatres in cities other than New York are presenting the Robinson-Turpin middleweight championship bout on large-screen television Wednesday night, CBS home television and radio will be carrying the Bivins-Johnson heavyweight bout at Baltimore Coliseum. MOTION PICTURE DAILY on Friday erroneously reported the day of the fights to be today.

150 Already Signed For TOA Meeting

More than 150 have already registered for the Theatre Owners of America 1951 convention and trade show, according to S. H. Fabian, general chairman of the trade exposition to be held at the Astor Hotel in New York, from Sept. 23 through 27.

Based on figures at this time last year, the attendance should far exceed the gate at the Houston attendance, which was no small figure, Fabian said.

Business Rise

(*Continued from page* 1)

first-run receipts on the upgrade which started about a month ago.

In Denver business at a number of theatres was of record proportions, while Baltimore reports identify grosses as above average. Openings in Buffalo enjoyed excellent returns.

Considerable improvement over recent weeks was noted in grosses at theatres in Cincinnati, where a record heat wave was felt.

Kansas City is another location where well-above-average grosses were noted. Meanwhile, from Toronto comes the report that it was a big week for that city's principal theatres.

Among the pictures which are registering smartly at box-offices in various cities are: "That's My Boy," "Here Comes the Groom," "Meet Me After the Show," "The Frogmen," "Jim Thorpe—All American," "On Moonlight Bay," "Flying Leathernecks," "The People Against O'-Hara," "Captain Horatio Hornblower," "David and Bathsheba," "Alice in Wonderland," and others.

Paramount Election

(*Continued from page* 1)

to determine the union which will represent those employes as bargaining agent.

Confirmation of the date is expected from the NLRB in Washington at the end of this week.

Representatives of the two unions which will compete for the employes' votes met with Dauber on Friday to endeavor to set a mutually satisfactory date for the election. The balloting was ordered earlier by the NLRB to take place this month. The competing unions are the IATSE Motion Picture Home Office Employes Local No. H-63 and Screen Office and Professional Employes and Screen Publicists Guilds (DPOWA, District No. 65).

WB-'IA' Talks

(*Continued from page* 1)

company's home office.

The local has asked for a 16 per cent pay boost and several concessions in working conditions.

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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 50 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 11, 1951 TEN CENTS

Advance Plans For Theatre TV Channels

Exhibition-Distribution Engineers Group Named

Reporting progress toward a unified industry approach in connection with the bid which will be made to the Federal Communications Commission for theatre television frequency allocations, the Motion Picture Association of America stated yesterday following a four-hour meeting here among 30 industry leaders and video engineers that the conclave marked the first time that the Association's television committee received the exhibitor point-of-view on an official basis.

To bring about coordination of all thinking on technical and engineering phases of the presentation to the FCC, the meeting, which was under the chairmanship of S. H. Fabian, named the following committee of engineers which will meet soon for that purpose: Frank McIntosh and Andrew Inglis, representing MPAA; C. M. Jansky and Stuart Bailey, Theatre Owners of

(*Continued on page* 10)

N. Y. Grosses Are Fair-to-Good; 'Place' Is Strong

Clear skies over the week-end and the opening yesterday of the new school season are causing grosses to drop off at New York's first-runs. Nevertheless, it is expected to be a fair-to-good week for the most part. Holdovers predominate.

A first-rate demonstration of drawing strength is being given by "A Place in the Sun" at the Capitol,

(*Continued on page* 7)

British Lion Shows Profit for '50-'51

London, Sept. 10.—The two-year effort headed by chairman Harold Drayton to put British Lion Films' house in order appears headed for some success as the company today issued a report revealing it was again in the black for the year ended March 31 last.

British Lion reported net profit of $42,000, after provision of $436,800 for

(*Continued on page* 10)

Theatre TV Sell-outs to Mark Bout Tomorrow

Reports of advance sell-outs in two cities for tomorrow night's large-screen theatre television presentations of the Robinson-Turpin middleweight championship fight were received in New York yesterday.

Admission prices at the 13 theatres in 11 cities where the telecast of the bout from New York will be shown have been set at $1.50 to $2.40.

In a number of cases where reports received yesterday do not indicate advance sell-outs, it is pointed out that capacity houses are expected by the managements by the time round one starts, since the contest has excited more interest than any other boxing match in recent years.

From Pittsburgh comes the report that the Fulton Theatre's capacity of 1,700 already is sold out for the fight. A non-reserved seat policy had been set up. Fulton manager John D. Walsh had planned a second running of the film which will be made of the

(*Continued on page* 7)

1,500 at Chicago's 'Movietime' Rally

Chicago, Sept. 10.—An estimated 1,500 showmen of the Chicago area turned out here today for the "Movietime U.S.A." rally at the Esquire Theatre, which was described by Arthur Mayer, executive vice-president of the Council of Motion Picture Or-

(*Continued on page* 7)

Loew's Decree Talks Resume This Week

Washington, Sept. 10.—Justice Department officials said here today that they expect to resume consent decree talks with Loew's later this week, and that "quite a few" sessions would be needed before the decree is ready for final approval.

NBC-TV Program Lauds Col.'s 'Hero'

Another demonstration by Columbia Pictures of how television can be used effectively to "plug" motion pictures was afforded on the "Author Meets the Critic" program last Sunday night over NBC-TV.

The 30-minute program, usually concerned with literary works, was given over this time to Columbia's new release, "Saturday's Hero," which opens at the Victoria Theatre here today. Participating in the telecast were Paul Lazarus, Jr., Columbia home office executive; John Derek, star of the film; Bob Cook, sports editor of the N. Y. *Herald-Tribune*, and Bill Slater, radio-TV personality.

In addition to the panel discussions, the program used six key clips, totaling 10 minutes of program time, from the film, and numerous mentions of

(*Continued on page* 10)

Ad Group Finishes Giant 'Movietime' Press Book

What the Council of Motion Picture Organizations describes as "undoubtedly the largest, most comprehensive and spectacular press book ever issued" is COMPO's all-industry "It's Movietime, U.S.A." showmanship campaign portfolio which will be in every theatre in the country within a few days.

Indicative of the all-industry scope of the "Movietime" campaign, the portfolio, which was produced under the direct supervision of S. Barret McCormick, director of advertising of RKO Radio, represents the combined thinking of most every promotion-minded person in the industry, being based on ideas and promotions

(*Continued on page* 7)

World Film Unit Bid For Ticket Tax Cut

Venice, Sept. 10 (By Cable).—The International Federation of Producers, which was recently joined by the Motion Picture Association of America, has adopted a resolution urging all governments to reduce admission taxes.

Admission taxes have been raised 20 per cent by the government here. Formerly fixed from 15 to 50 per cent, they now range from 18 to 60 per cent.

Chicago Loge Drops Out Of Colosseum

Resents Wage Agreement Set by National Leaders

Chicago, Sept. 10. — The Chicago loge of the Colosseum of Motion Picture Salesmen of America was dissolved at a weekend meeting here.

The loge's president, Harold Zeltner, said today "the Chicago loge was dissolved as a result of the ridiculously inept national leadership of the Colosseum, as reflected in the agreement recently made with the film companies. This agreement actually was made at a secret meeting between Mr. David Beznor, who is the Colosseum's counsel and the representatives of the distributors; and the bargaining session held recently in Washington was mere window dressing."

The recently reported compromise agreement between eight distributors and the union would give the country's approximately 1,000 film salesmen increases of $7 per week in salary and $1 per day in expense

(*Continued on page* 10)

NEWS FLASHES

WASHINGTON, Sept. 10.--Distributors received $6,500,000 in rentals from film showings on Army and Air Force installations during 1950-51. This was the highest post-war figure.

•

WASHINGTON, Sept. 10.--The Senate Finance committee has voted to tax the process of converting black-and-white film into color film. At present, both black-and-white and color film bear a 15 per cent Federal tax. However, since color film is more costly, some firms, in order to avoid the 15 per cent have been buying black-and-white and converting it to color. This new law will eliminate the difference.

Personal Mention

JOSEPH I. BREEN, Production Code Administrator and vice-president of the Motion Picture Association of America, sailed from here over the weekend for an extended vacation in Spain.

•

ELIAS LAPINERE, RKO Radio general sale manager and publicity director for Continental Europe, is aboard the *S.S. Liberte* returning to Paris headquarters.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, will be in Philadelphia today and in Washington tomorrow, returning to New York at the end of the week.

•

JUDY WAHN, personnel representative of Wilcox-Neagle Productions in this country, will sail from here for London on the *S.S. Queen Elizabeth* Thursday.

•

RUSSELL DOWNING, managing director of Radio City Music Hall, and MRS. DOWNING are on a motor tour vacation.

•

ARTHUR KRIM, United Artists president, returned to New York from the Coast by plane over the weekend.

•

MATTHEW J. FOX arrived in New York from the Coast by plane over the weekend.

•

DAVE GOLDING, Samuel Goldwyn director of advertising and publicity, will return here today from the Coast.

•

ROBERT UNGERFELD, special Universal exploitation representative, left New York last night for Boston.

CDA Issues Booklet On Defense Plans

WASHINGTON, Sept. 10.—The Federal Civil Defense Administration today made public a general plan for theatres and virtually every other type of U. S. business to organize their own protection plan in the event of enemy attack.

Today's plan, contained in a 60-page booklet, is not tailor-made for theatres or any one group, but is a broad, general scheme. CDA expects to issue between now and June special pamphlets for special types of installations.

Rogers Closes Video Deal With Gen. Foods

HOLLYWOOD, Sept. 10. — General Foods, Inc., has announced consummation of a contract with Roy Rogers, securing complete control of his television and radio appearances over the next three years. A unique clause let GF cancel the contract in the event Rogers' motion pictures made in the past are released to television.

Rogers recently invoked legal action to prevent Republic from releasing to television its pictures in which he appeared.

Several Promotions Of RKO Managers

Several promotions and switches have been effected in RKO Theatres mostly in Metropolitan New York managerial ranks by William W. Howard, vice-president of the circuit.

Richard Clark has been appointed manager of the RKO Marble Theatre here, succeeding James Fitzgerald, who becomes relief manager. Jack Cahn has been named manager of the RKO Hamilton Theatre, replacing Philip Nemirow, who becomes manager of the RKO Proctor's at New Rochelle, succeeding Alexander Pluchos, who goes to White Plains.

Jay Golden becomes division manager in New England, a new post, and will also have supervision over Upper New York State. He will make his headquarters in Rochester, N. Y. Millroy A. Anderson has been promoted to division manager in the Los Angeles and San Francisco areas. Washington, D. C., will become a part of the Russ Emde division.

Pickman, Carle to Confer Here on Ads

Teet Carle, Paramount's studio publicity manager will arrive in New York on Thursday from Hollywood for a series of meetings with Jerry Pickman, the company's director of advertising-publicity.

Up for discussion will be advertising and promotion plans for Cecil B. DeMille's "The Greatest Show on Earth," Perlberg - Seaton's "Aaron Slick from Punkin Crick," Leo McCarey's "My Son, John," George Stevens' "Something to Live For," and William Wyler's "Detective Story."

While here Carle also will attend the company's division managers' sales meeting set to begin on Thursday.

Broidy, Other Mono. Executives Here

Steve Broidy, president of Monogram and Allied Artists, has arrived in New York from Toronto sales meetings. Accompanying him are Ed Morey, vice-president, and John C. Flinn, director of advertising-publicity.

The three will hold conferences with Morey R. Goldstein, general sales manager, on forthcoming product.

Gamble and O'Keefe Get Two from FWC

LOS ANGELES, Sept. 10. — Gamble and O'Keefe Theatres has acquired the Tower Theatre at Fresno and the Ritz Theatre at Hanford, Cal., from Fox West Coast and will take possession on Wednesday. The Ritz was purchased outright, while the Tower was acquired under a long term lease.

Mother of B. McCormick

Mrs. Florence C. Waterman, mother of S. Barret McCormick, RKO Radio director of advertising, and of T. Bidwell McCormick, RKO field man in Denver, died yesterday in that city.

Settle Radio Centre Suit Out of Court

NEWARK, Sept. 10.—An out-of-court settlement has been reached in the $3,648,000 triple-damage anti-trust action filed four years ago in New York Federal Court by Radio Centre, Inc., owner and operator of the Mosque Theatre here, against eight distributors and several circuits.

The sum which changed hands in the settlement was not revealed, but it was stated authoritatively that "the defendants made payment to the plaintiff, the amount being substantially less than the damages stipulated."

The suit, entitled *Radio Centre, Inc. vs. Paramount Pictures, et al,* charged that for the six years preceding Sept., 1947, the Mosque was refused pictures on a first-run basis. Defendants Essex Amusements, Skouras Theatres and Nu-Broad Co., all of which operate theatres in and around Newark, were alleged to have received preferential treatment in the distribution of first-run product.

Settlement was by stipulation executed by attorneys for the respective parties to the case.

Asks Clarification Of Baldwin Decision

HOLLYWOOD, Sept. 10. — Attorney Homer Mitchell, representing several defendants in Fanchon and Marco's Baldwin Hills Theatre clearance case, which was decided in favor of distributors recently, has requested Federal Judge Leon Yankwich to expand and clarify his recent decision in order to avoid future misunderstanding and misinterpretation of the ruling.

Mitchell's letter points out that certain seeming contradictions in the text of the court's opinion are subject to possible misinterpretation by other courts, unless the language is clarified.

Liss Heads Warner New England Houses

BOSTON, Sept. 10.—Joseph P. Liss has been appointed supervisor of Warner Brothers Theatres for the North Eastern district which comprises Massachusetts. Liss returns after an absence of 10 months during which he was booker for Warner theatres in Massachusetts.

He succeeds Max Melincoff who recently resigned.

Silver Is Named Souvaine Ad Head

Milton Silver has been appointed director of advertising and publicity of Souvaine Selective Pictures, effective Monday, September 17, it was disclosed here yesterday by Charles Amory, sales vice-president of the company.

Silver has been with Souvaine since the first week in July working on special assignments.

Award for 'Streetcar'

VENICE, Sept. 10.—Warner Brothers' "A Streetcar Named Desire" has received a special prize at the international film festival being held here.

NEWS in Brief . . .

Paramount will mark the 25th anniversary of its branch office in Cuba with a reception and dinner to be held in Havana on Saturday. Both Barney Balaban, president of Paramount Pictures, and George Weltner, President of Paramount International, will attend the affair along with more than 450 Cuban exhibitors and government officials.

•

LONDON, Sept. 10.—F. W. Allport, London representative of the Motion Picture Association of America, will fly to Paris tomorrow for consultations with John G. McCarthy, MPAA's vice-president in charge of the international division. McCarthy is scheduled to sail for New York from Cherbourg on Friday, completing a three-months' European visit.

•

LONDON, Sept. 10.—Roy and John Boulting, producers, announce they have signed a contract with M-G-M to make up to five films. They will leave here for Hollywood in about six weeks to discuss several stories.

The contract, they said, permits them to make one film of their own here in between any two made for M-G-M.

•

Henry Wilcox's "The Lady with A Lamp" starring Anna Neagle and Michael Wilding, will have simultaneous world premieres Sept. 22 in England, Australia, New Zealand, Canada, South Africa, Pakistan, Malaya, Malta, the Bahamas, Ceylon, Bermuda, the West Indies, Hong Kong and Singapore.

Princess Elizabeth will attend the premiere with her husband, the Duke of Edinburgh, sponsor of the London premiere.

•

Paramount has named Ben Babb national coordinator of promotion for George Pal's forthcoming science-fiction film, "When Worlds Collide." In making the appointment, Jerry Pickman, Paramount's director of advertising-publicity, stressed the special handling the picture will be given.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYDE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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A PICTURE FOR SHOWMEN
THAT'S OUT OF THIS WORLD!!!

$15,000 SHOWMANSHIP CONTEST

On the 20th Century-Fox Showmanship Sensation

THE DAY THE EARTH STOOD STILL

Open to any manager and/or advertising manager of a motion picture theatre anywhere in the United States.

326 PRIZES TOTALING
WHO COME UP WITH $

FREE SHOWMANSHIP KIT!

Yours for the asking!

Chockful of ideas and material to help you plan a hard-hitting Selling Campaign on "THE DAY THE EARTH STOOD STILL".

Each kit contains:

NEWSPAPER ADVERTISING PROOFS . . . PUBLICITY STORIES . . . STILLS . . . REPRODUCTION ART . . . SCENE MATS . . . SAMPLES OF NOVELTY ACCESSORIES . . . TABLOID FOUR-PAGE SHOCK HERALD and a specially compiled SHOWMAN'S MANUAL that gives detailed information about ***A CO-OP AD CAMPAIGN*** for any theatre . . . ***TEASER TRAILERS . . . RADIO CAMPAIGN . . . FREE SPOT ANNOUNCEMENT RECORDS . . . GRATIS TWENTY-FOUR SHEET POSTERS*** and how to sell and exploit "THE DAY THE EARTH STOOD STILL" on the screen, in the lobby, out front, on the billboards, in newspaper advertising and publicity . . . tv. — radio — direct mail!

Write or wire to

EXPLOITATION DEPARTMENT
20th Century-Fox Film Corp.
444 West 56th St., New York City

A FOUR-POINT PROGRA
FOR SUCCESS

The Rev. "Bill" Alexander, of Dallas, Texas, is in great demand throughout the Southwest as a public speaker.

One of the Reverend's popular inspirational themes is on what he refers to as a "Four Point Program for Success"! These he lists as **INSPIRATION! PREPARATION! IMAGINATION! PERSPIRATION!**

Let's apply "Bill's" recipe to "The Day the Earth Stood Still"! Every ingredient in it should serve as an **INSPIRATION.** Then comes **PREPARATION.** Next is **IMAGINATION,** the quality that infuses all ideas, activities, with the showmanship spirit that lifts them out of the ordinary. Lastly, and most necessary of all, is **PERSPIRATION.** This welds our first three elements into an homogeneous whole by know-how and sleeves-rolled-up physical activity!

TRY THAT FORMULA!— MAKE THE EARTH STAND STILL AT YOUR THEATRE!

5,000 FOR $HOWMEN
CKO CAMPAIGNS ON

THE DAY THE EARTH STOOD STILL
Michael RENNIE · Patricia NEAL · Hugh MARLOWE
and SAM JAFFE · BILLY GRAY
FRANCES BAVIER · LOCK MARTIN
Produced by JULIAN BLAUSTEIN
Directed by ROBERT WISE
Screen Play by EDMUND H. NORTH
Based on a Story by HARRY BATES

First Prize
$1,000
U. S. SAVINGS BOND

Second Prize
$750
U. S. SAVINGS BOND

Third Prize
$500
U. S. SAVINGS BOND

Fourth Prize
$350
U. S. SAVINGS BOND

Fifth Prize
$250
U. S. SAVINGS BOND

Sixth Prize
$150
U. S. SAVINGS BOND

Next 10 Prizes
$100
U. S. SAVINGS BOND

Next 15 Prizes
$75
U. S. SAVINGS BOND

Next 100 Prizes
$50
U. S. SAVINGS BOND

Next 195 Prizes
$25
U. S. SAVINGS BOND

THE PICTURE IS TERRIFIC! WILL LIVE UP TO EVERY EFFORT YOU MAKE TO PUT IT OVER *BIG*!!

Study the title! Magnetic! Arouses curiosity! The theme is in the domain of science-fiction. Off the beaten path! Space ships, thinking robots, disintegrating rays, life machines, all those weird and strange things that appeal to the untold millions who enjoy the unusual in screen entertainment.

RULES FOR $15,000 CONTEST ON "THE DAY THE EARTH STOOD STILL"

ENTRY DATE: All entries must be postmarked on or before midnight of January 15, 1952.

THE JUDGING: Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "The Day the Earth Stood Still."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

HOW TO ENTER: 1. Submit a written summary of the advertising, exploitation and publicity campaign you stage for your engagement of "THE DAY THE EARTH STOOD STILL," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

(a) Size of theatre (seats) ____________

(b) Population ____________ and type of community ____________

(c) Run given "THE DAY THE EARTH STOOD STILL" ____________

(d) Percentage of normal business ____________

(e) Receipts for engagement (optional) ____________

3. Send your summary by first class mail to

THE DAY THE EARTH STOOD STILL COMMITTEE
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.

JUDGING COMMITTEE

The judging committee will be composed of the following:

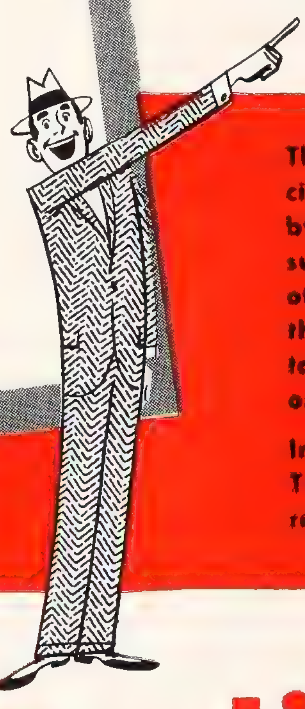
ROBERT B. WILBY
Operator Wilby-Kincey Circuit for Paramount

BENJAMIN N. BERGER
President of Berger Amusement Company, Minneapolis, Minn.

SOL SCHWARTZ
President RKO Keith-Orpheum Theatres, Inc., New York, N.Y.

WALTER BROOKS
Director Managers' Round Table "Motion Picture Herald"

CHESTER W. FRIEDMAN
Editor Showmandiser Section "Boxoffice"



These judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same and/or material or ideas therein contained may be freely copied or otherwise used by or through said corporation.

In case of a tie, duplicate prizes will be awarded. This contest is subject to federal, state and local regulations.

There's No Business Like 20th CENTURY-FOX Business!

TV Sell-outs

(*Continued from page* 1)

telecast for instantaneous showing, but abandoned the idea because it was believed trouble would be experienced in clearing the house. The Stanley and Warner theatres here announced yesterday that the RKO film of the fight will be added to Friday programs.

Edward S. Canter, executive of American Theatres, announced that the entire Pilgrim Theatre, Boston, has been sold out in advance for the bout. The house, which seats 1,800, will have a $1.80 admission.

Advance sale for the telecast at the Grand Theatre, Albany, was reported yesterday as "pretty fair," with the Fabian management indicating that it expects a sell-out of the 1,500-seat theatre at $2 admission. It will be the first closed circuit presentation at that theatre on equipment which has been moved from the nearby Palace. Admissions to the regular film show will be halted in mid-afternoon tomorrow so preparations for the telecast can be made, and the house will be reopened at 6:30 P.M.

Word from Washington is that RKO Keith's Theatre there has a "pretty good" advance sale for the Robinson-Turpin contest. The theatre has put unreserved seats on sale at $2.40. It is planned to clear the house at 6:30 P.M. and reopen at seven, with customers having the option of coming early and seeing the regular film before the fight, or coming late and seeing the film after the fight. Theatre officials are plugging the telecast with a small box in the daily newspaper ads for the regular film, "Flying Leathernecks."

Chicago Arrangements

Admission prices for the showing of the bout on large-screen TV at the Uptown and Tivoli theatres, Chicago, probably will be from $1.50 to $2.00 with the Uptown seen likely to charge the higher price, it was reported from that city. Apart from the price hike, necessitated by the charge of approximately 75 cents per seat imposed on the theatre, handling of the event will be substantially the same as for previous telecast bouts, with tickets being sold on a first come, first served basis.

The Century Theatre, Baltimore, will charge $2 for the telecast program. However, in order to keep the figure at $2 the Century's portion of each admission will have to be lowered from 65 cents to 64 cents.

Admission for the fight telecast at the RKO Palace, Cleveland, will be $2.40, according to Max Mink, manager. He did not know whether the house would get the RKO film of the fight the following day.

The televising of the fight at the St. James Theatre in Asbury Park will mark the first presentation of full motion picture screen television anywhere in New Jersey, according to Walter Reade Theatres, owners of the house. The St. James will utilize a set developed in Asbury Park by the Tradiovision Corp., which will project and magnify the television signal onto the full screen.

Installation of theatre TV in the Colonial Theatre, Natick, Mass., has been halted due to the discovery that the set cannot be ready at the time of the Robinson-Turpin bout, it was reported yesterday.

The telecast of the fight to theatres has been arranged between Theatre Network Television and the International Boxing Club.

'FLYING SQUADRONS' LAUNCH MIDWEST 'MOVIETIME' DRIVE

MINNEAPOLIS, Sept. 10.—The "Movietime U.S.A." drive in the Minneapolis area is moving into high gear following the naming of "flying squadrons" for organizational work and the selection of eight cities as centers of activity.

Ted Mann has been named exhibitor co-chairman of the campaign, W. H. Workman is distributor chairman and E. R. Ruben is over-all director locally.

Squad No. 1, comprising Harry French, Art Anderson and Jess McBride, will visit Owatonna, Tuesday; Marshall, Wednesday, and Huron, Thursday.

Squad No. 2, made up of Mann, Harry Green, Roy Miller and Fay Dressell, will hold meetings at Eau Claire, Tuesday, and Brainerd, Thursday.

Squad No. 3, including Ruben, Workman, Ralph Pielow, Harold Field and Stan Kane, will visit Fargo, Tuesday; Grand Forks, Wednesday, and Minot, Sept. 13.

In each city local squads are now making arrangements for the regional meetings and gathering forces to insure a heavy attendance.

Ruben, French, Mann and Kane (executive secretary of the drive) have all made urgent appeals to exhibitors to select the city and date most convenient for their attendance, and to prevail upon neighboring exhibitors to join in the campaign and attend the meetings.

Film salesmen in the Minneapolis zone met at a luncheon at the Variety Club in Minneapolis recently and heard a full outline of the role they are expected to play in "Movietime." The meeting was conducted by Ruben, with Workman assisting as distributor chairman. The administrative committee of the drive also attended the salesmen's meeting to discuss plans for the regional meetings.

Chicago 'Movietime'

(*Continued from page* 1)

ganizations, as "ranking in attendance and enthusiasm with the rallies previously held in Atlanta and N. Y."

Mayor Martin Kenneally made the address of welcome, with Jack Kirsch, president of Allied Theatre Owners of Illinois, and John Balaban, head of Balaban and Katz, acting as co-chairmen. Speakers included R. J. O'Donnell, national director of "Movietime"; Mayer and Rev. William Alexander. They made radio and TV appearances on behalf of "Movietime" later.

The Chicago *Herald-Examiner* published a "Movietime" extra, which was distributed immediately following the Esquire Theatre rally.

East-West Publicity Coordinated at Meet

HOLLYWOOD, Sept. 10.—Final details of coordinated Hollywood-New York publicity for "Movietime U.S.A." were rounded out at a meeting here today of all members of the local committee, headed by Lou Smith, Hollywood publicity chairman, with Charles Simonelli, chairman of the New York "Movietime" publicity unit.

Launch 'Movietime' In Md. Tomorrow

BALTIMORE, Sept. 10.—Executives and employes of distributor branches and theatres located in Central Maryland will gather here Wednesday for the official launching of the "Movietime U.S.A." drive as it applies to the area. The principal address will be delivered by Gael Sullivan, executive director of the Theatre Owners of America, in behalf of the Council of Motion Picture Organizations.

Maryland has been divided into three sections for the purposes of "Movietime," and subsequent general meetings are planned for industry members on the Eastern Shore and in Western Maryland.

C. Elmer Nolte, theatre owner, is chairman of the Central Maryland committee for "Movietime."

'Movietime' Book

(*Continued from page* 1)

suggested and worked up by meetings held in all parts of the country by theatremen, exhibitor associations, studio publicity, exploitation staffs and home office promotion departments.

An 18-x-37-inch multi-colored "Movietime" folder which can be removed from the package and used as a display hanger for lobbies or out front, was designed by Stanley Sherwin, art director of RKO Radio, and executed by Sherwin and artists Frank Sanfilippo and Ben Haber.

The actual campaign leads off with a general facts press book, written by McCormick following numerous "Movietime" policy-making conferences. Second volume contained in the display folder is the exploitation campaign, written and edited by Jonas Arnold (loaned to the "Movietime" campaign by United Artists) and based on ideas and promotions suggested by every home office exploitation department. Third book is a 24-page publicity section, written and edited by film publicist George Fraser.

In addition to the three basic books, numerous special inserts have been provided. An entire section has been devoted to the scores of accessories available, ranging from 24-sheets to samples of toy balloons. Another folder provides four special radio scripts. A complete and separate publicity campaign has been prepared, featuring those outstanding films now in current release, which will be played by subsequent-run and circuit houses during "Movietime."

'Movietime' Meet is Set for Sept. 21 in Salt Lake City

SALT LAKE CITY, Sept. 10.—A "Movietime U.S.A." meeting has been slated for Sept. 21 in the Salt Lake Theatre. Exhibitors from Utah, Idaho, Montana and Nevada are expected to attend. Meeting will be addressed by one or more Council of Motion Picture Organizations officials.

N. Y. Grosses

(*Continued from page* 1)

where a robust $83,000 for a second week follows $96,000 for the first. Off, but still very big at the Rivoli is "David and Bathsheba," where $58,000 indicated for the fourth week compares with $80,000 for the preceding stanza.

At the Roxy, the combination of "People Will Talk" on the screen and an ice and variety revue on stage is keeping the turnstiles clicking, but to a lesser extent than last week. A solid $83,000 is seen for the second stanza against the opening week's towering $135,000.

"His Kind of Woman," together with a stage bill topped by Jan Murray, is due to give the Paramount a nice $64,000 for the second week ending tomorrow; the initial seven days brought $87,000.

Radio City Music Hall will open "Captain Horatio Hornblower" and a new stage show on Thursday. The eighth and final week of "Show Boat" and accompanying stage presentation is expected to bring a fair $105,000.

$13,700 For 'Twist'

"Oliver Twist" still is performing in pleasing fashion at the Park Avenue, where a good $13,700 is indicated for the sixth week. Opening fairly well was "The People Against O'Hara" at Loew's State, with the first round expected to register $21,000 when the audit is taken tomorrow. The reopening of school took a sharp toll at the Criterion, where the seventh week for Walt Disney's "Alice in Wonderland" looks like $16,000, a fairly satisfactory figure, against the preceding stanza's $30,000.

"Rhubarb" is holding up quite nicely at the Globe, with $25,000 expected for the second week. The second week of "Painting the Clouds With Sunshine" is comparatively weak at the Warner with $14,000 indicated. Also slipping is "Jim Thorpe—All American," which will give the Astor only $15,000 for the third stanza. "Here Comes the Groom" will take over at the Astor on Sept. 20.

The Italian-made, English-sung "The Medium" is having a very modest first week at the Sutton, where "Kon-Tiki" just completed a 23-week run. Only $12,000 is seen for the newcomer's first week, ending tomorrow.

"Tales of Hoffman," on the other hand, still is riding high at the Bijou, where the 23rd week is marked for $11,500. Yesterday, the Victoria bade farewell to "Bright Victory," the sixth and final week of which tallied $8,500, a fairly good figure; the replacement today is "Saturday's Hero."

A slow $9,500 is indicated for the second week of "Little Egypt" at the Mayfair, where "The Day the Earth Stood Still" is scheduled to open Sept. 19. "Kind Lady" is dipping to $6,500 for the fifth week at the Trans-Lux 52nd Street, but will hold. The Theatre Guild's presentation of "The River" commenced last night at the Paris with an elaborate world premiere, and with a mail order advance for some weeks ahead, said to be in excess of $20,000.

192 Star Appearances

HOLLYWOOD, Sept. 10.—The Hollywood Coordinating Committee reported that 122 individual artists made 192 appearances at military hospitals, installations, etc., during August.

National Pre-Selling

TIMED to the launching of "Movietime U. S. A.," four of the nation's top circulation magazines will devote extensive space to stars of forthcoming 20th Century-Fox pictures. The Sept. 15 issue of *Saturday Evening Post* will carry a feature article on Jimmie Stewart by Pete Martin, crediting "No Highway in the Sky," while this week's *Collier's* features a full-length story on Marilyn Monroe, "1951 Model Blonde." The latter article gives extensive credit to "Let's Make It Legal." Rounding out the magazine barrage will be a six-page piece in the September *Coronet* on Thelma Ritter with credit to "The Marriage Broker" and a nine-page article in this month's *Redbook* on Jeanne Crain, with coverage of her latest picture, "People Will Talk."

•

While "The River" is many months away from general release, the Kenneth McEldowney - United Artists Technicolor special which opens a two-a-day run at the Paris Theatre today, under the auspices of the Theatre Guild, gets a pre-selling break in the *Saturday Evening Post* with a feature story of the production of the film, in the current issue. The article was written by Mrs. McEldowney, who was formerly a popular Hollywood publicist, in collaboration with Pete Martin, the *Post*'s profiler of motion picture personalities.

•

Look *magazine, in its issue of Sept. 15; launches a full national magazine coverage for the Sam Spiegel-United Artists Technicolor film, "The African Queen," starring Kathryn Hepburn and Humphrey Bogart, with John Huston directing.* Look's *double-truck spread covers the nine-week African location shooting of C. S. Forester's story of the lone Englishman and the spinster on an adventurous trek over an African river during the World War I battle for the control of the contiment. Added excitement in the magazine story, not in the motion picture, is the presence of Lauren Bacall, who accompanied her husband on the filming expedition.*

•

An extensive pre-selling tieup has been concluded between Branco Productions and the Atchison, Topeka and Santa Fe Railway for Gloria Swanson's upcoming independent picture, "Three for Bedroom C" which will be made entirely on the Super Chief, en route between Chicago and Los Angeles. More than $2,500,000 worth of streamline railway equipment will be tied up, and one of the famous "Dome" cars has been disassembled and set up on the studio stages for interior shots. The Santa Fe's cooperative newspaper advertising schedule, in support of the film, will include 495 metropolitan newspapers, plus local window displays and billboard advertising, besides a continuous campaign on Santa Fe trains and in the Fred Harvey restaurants. Under discussion is a plan for the world premiere of the picture on board the Super Chief.

•

The United Daughters of the Confederacy has voted to sponsor "Drums of the Deep South," which RKO Radio will release, following a special preview for representatives of the Atlanta and Georgia chapters. Picture will be launched in 30 cities of 13 Southern states in October, with the big premiere in Atlanta, at the Paramount Theatre, on the final day of the annual convention of the Daughters of the Confederacy. The *Atlanta Journal* is cosponsoring the event and will carry full reports of plans and activities. The flag of the Confederacy, the historic "Stars and Bars," has been flying, significantly and extensively, of late.

•

A special Technicolor film strip showing 72 highlight scenes from "David and Bathsheba" will be widely used as a visual education aid in the nation's 10,000 Sunday schools this fall, reaching an estimated audience of 15,000,000 children and adults. The colored slides from the film have been endorsed by church groups as dramatic illustration of a famous Bible story. Particularly strong approval has come from the Jewish Education Committee, which has made arrangements to use the film strip in its 550 religious schools throughout the country, and are additionally distributing 500,000 "David and Bathsheba" brochures to children and parents through their member organizations.

•

As an advertising extra to aid managers in their campaigns for the $15,000 exploitation contest for "The Day the Earth Stood Still," 20th Century-Fox has produced three teaser trailers with personal messages from Drew Pearson, H. V. Kaltenborn and Elmer Davis, describing the reaction of these news analysts to the possibility of an approaching space ship from another planet. Pearson predicts this will be one of the most widely talked about films of the year, while the other two commentators handle the "news" of the event with realism. Also available as pre-selling aids will be special television and radio spot announcements.

With the presence in town of Kim Hunter and Karl Malden, two of the top featured players in "Street Car Named Desire," Warner Brothers has arranged an extensive series of radio and television appearaances as advance promotion for the opening of the picture at the Warner Theatre here, on Sept. 19. Miss Hunter and Malden have been scheduled to appear on "Luncheon at Sardi's," on WOR; the Nancy Craig Show, on WJZ-TV; "Strike It Rich," CBS-TV; "This Is New York," CBS; the Herb Shelton show, WJZ, and others.

—WALTER BROOKS

Review

"Disc Jockey"

(Allied Artists)

AN EXPLOITATION musical, "Disc Jockey" features 28 disc jockeys as themselves. They have access to ears across the nation and can be expected to be used in behalf of local theatres playing the picture.

The 15 big-name musicians, orchestra leaders and radio entertainers who likewise play themselves have, in the aggregate, millions of followers.

And the picture offers in addition the names of Tom Drake, Ginny Simms, Jane Nigh and Michael O'Shea, for the billing benefit of anybody who does not own a radio, a phonograph or a television set, or does not go to dances, theatres or nightclubs.

In short, it's a dead cinch that everybody everywhere is going to hear about this picture in terms designed to influence them to go and see it. As produced by Maurice Duke and directed by Will Jason, from a script by Clark E. Reynolds, it delivers what is promised, a tremendous lot of music, performed by famed exponents of popular music, plus a story that is adequate to the purpose of tying it all together properly.

The story concerns a disc jockey who is about to lose a sponsor because the latter believes television is cutting down disc jockey listener audiences, and details a professional conspiracy in which disc jockeys throughout the nation combine to prove the sponsor is wrong. They prove it, convincingly, and have a good time doing so.

The disc jockeys are Martin Block, Joe Adams, Joe Allison, Bill Ansons, Doug Arthur, Don Bell, Paul Brenner, Bob Clayton, Paul Dixon, Ed Gallagher, Dick Gilbert, Bill Gordon, Maurice Hart, Bruce Hayes, Eddie Hubbard, Bea Kalmus, Les Malloy, Paul Masterson, Ed McKenzie, Tom Mercer, Gil Newsome, Gene Norman, Art Pallans, Bob Poole, Norman Prescott, Fred Robbins, Ernie Simon and Larry Wilson.

The musicians are Russ Morgan, Tommy Dorsey, George Shearing, Jack Fina, Joe Venuti, Red Norvo, Ben Pollack, Red Nichols and Vito Musso. The entertainers are Herb Jeffries, Sarah Vaughan, the Riders of the Purple Sage and the Weavers.

Anybody need more names than that to draw?

Running time, 77 minutes. General audience classification. Release date, Aug. 26.

Volmar, Everson in New Mono. Posts

Victor Volmar will handle Monogram International's Latin American territory from New York, Norton V. Ritchey, president, has announced. Keith Everson takes over as the company's publicity manager.

Volmar will continue to supervise foreign language versions for the company.

'Streetcar' Coast Date

LOS ANGELES, Sept. 10.—"A Streetcar Named Desire" will be given a Pacific Coast star premiere at Warner's Beverly Theatre on the night of Sept. 18. The star showing will precede special engagements of the production on the following day, here and at the Warner Theatre in New York.

Tiomkin to Write Scores

HOLLYWOOD, Sept. 10.—Dimitri Tiomkin has been signed to compose scores and conduct the music for future Stanley Kramer Productions. In addition he has been signed by Warner and Howard Hawks to handle the music assignments on "Bugles in the Afternoon" and "Big Sky," respectively.

Complete Program For Variety Meet

Marc J. Wolf, international chief barker of Variety Clubs, has completed arrangements for the 1951 midyear conference of the clubs on Oct. 4-6, at the Royal York Hotel in Toronto.

Business sessions will be held on Thursday morning and afternoon. On Friday morning the group will go to Variety Village, main charity of the Toronto Tent, returning after lunch to resume their business session. On Friday night the Toronto tent will sponsor a banquet.

Delegates will be in the city during the visit of Princess Elizabeth and Prince Philip and they will occupy a special section in the reviewing stand for the Royal Procession on Saturday morning. Tent 28 of Toronto hosts to the clubs will hold a dinner in the Royal York Hotel.

Following the pattern of the midyear meeting in Pittsburgh last fall, the International Tent is setting up this year's meeting along the same lines, namely, an open forum at which representatives of the various tents will discuss their problems and operations so that the other tents can benefit from actual experiences in the field of fund-raising for worthy charities.

Telecasters Warn Of U.S. Controls

WASHINGTON, Sept. 10.—Television broadcasters have declared that the pending Benton Bill to set up a citizens' advisory committee on television program contents is "potentially more dangerous to free expression than any legislation that has been before the Congress in the 30-year history of American broadcasting."

"It is but one step from an advisory board to one that controls," the broadcasters said, "and only one further step to the control of all media: the press, motion pictures and books, as well as radio and television."

The views, adopted by the TV board of the National Association of Radio and Television Broadcasters, were forwarded to Senate Interstate Commerce Committee Chairman Johnson and to Senator McFarland, chairman of a sub-committee holding hearings on the measure.

Dual Italian Film Show

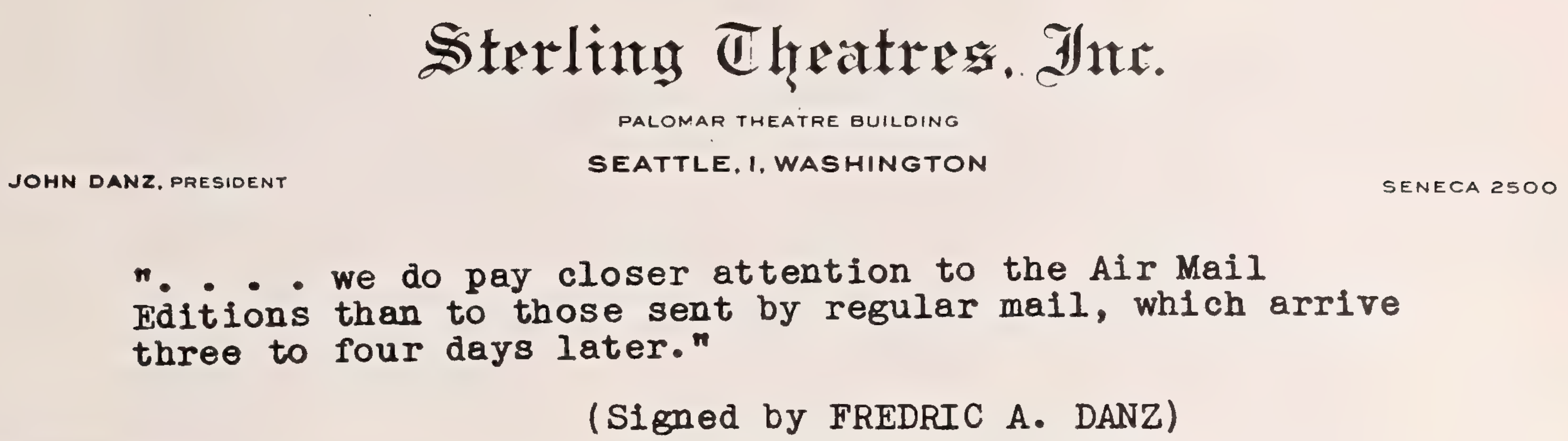
The Italian film, "A Dead Woman's Kiss," will receive a two-theatre American premiere here, at New York's Cinema Verdi and the Cinema Giglio, on Oct. 5, the first time that an Italian film has been released here in that manner, according to Casolaro Films Distributing Co.

Hollywood Charity Drive

HOLLYWOOD, Sept. 10.—The permanent charities committee of the motion picture industry launched its 1952 campaign, with $1,350,000 as its goal, at a "kick off" luncheon at the Beverly Hills Hotel here. Thirteen major charitable and welfare organizations derive benefit from the campaign.

Set Loew's Dividend

The board of directors of Loew's, has declared a quarterly dividend of 37½ cents per share, payable on Sept. 29 to holders of record on others.



Sterling Theatres, Inc.

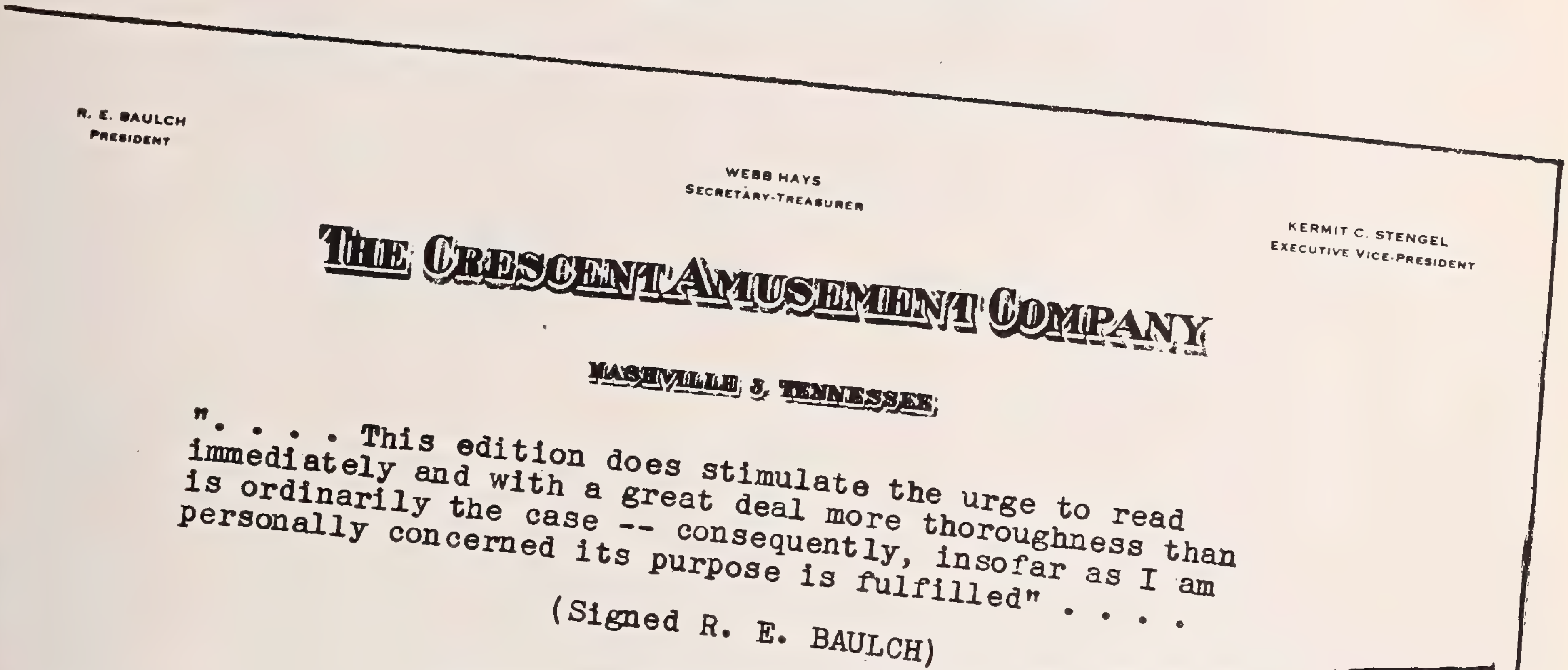
PALOMAR THEATRE BUILDING
SEATTLE, I, WASHINGTON

JOHN DANZ, PRESIDENT

SENECA 2500

". . . . we do pay closer attention to the Air Mail Editions than to those sent by regular mail, which arrive three to four days later."

(Signed by FREDRIC A. DANZ)



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WEBB HAYS
SECRETARY-TREASURER

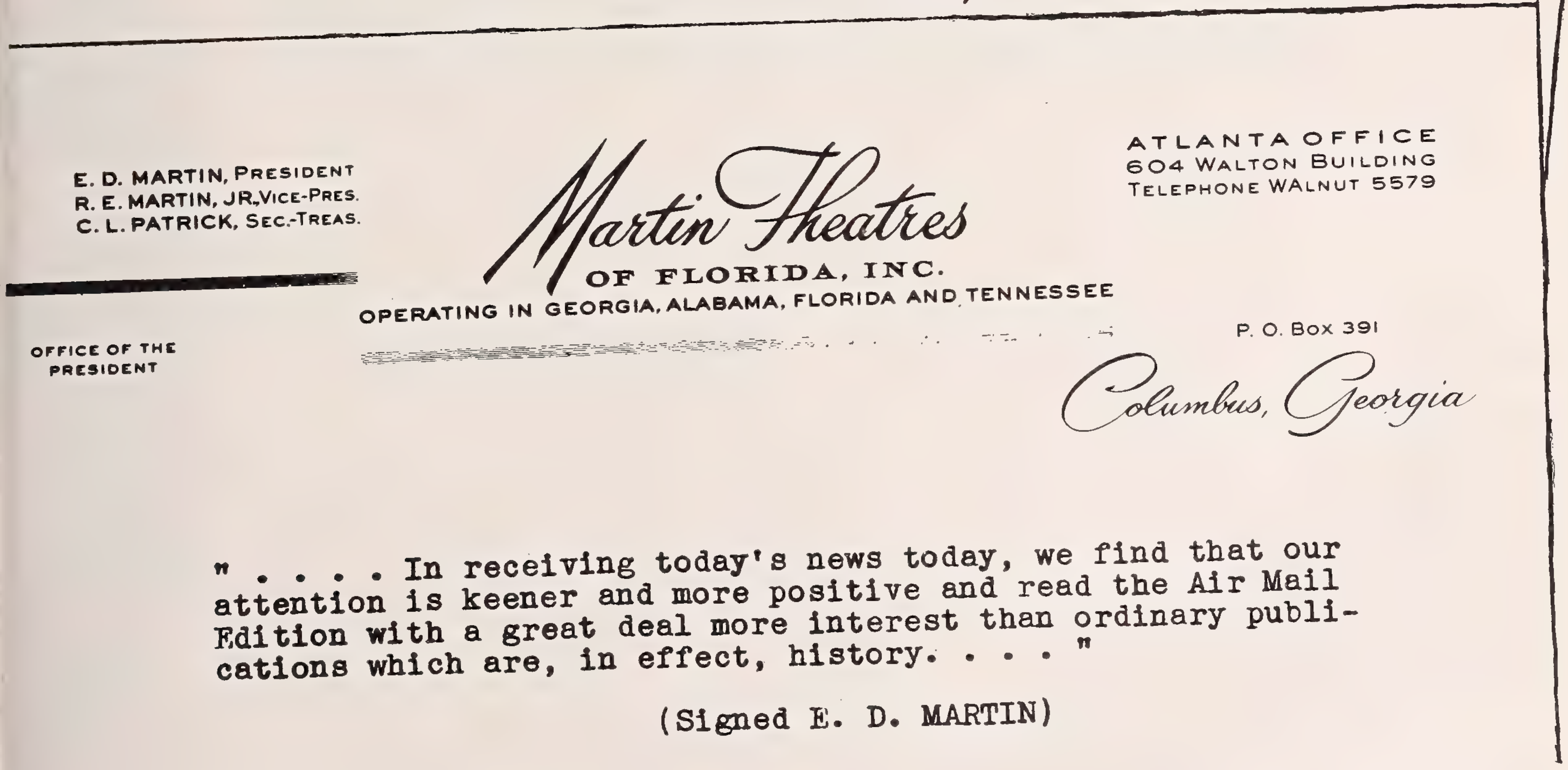
KERMIT C. STENGEL
EXECUTIVE VICE-PRESIDENT

THE CRESCENT AMUSEMENT COMPANY

NASHVILLE 3, TENNESSEE

". . . . This edition does stimulate the urge to read immediately and with a great deal more thoroughness than is ordinarily the case -- consequently, insofar as I am personally concerned its purpose is fulfilled" . . . .

(Signed R. E. BAULCH)



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" . . . . In receiving today's news today, we find that our attention is keener and more positive and read the Air Mail Edition with a great deal more interest than ordinary publications which are, in effect, history. . . . "

(Signed E. D. MARTIN)

Cash Dividends Off About 10 Per Cent

Washington, Sept. 10.—Film companies reported cash dividend payments of $3,508,000 in July, about 10 per cent below the $3,929,000 reported in July of last year, the Commerce Department reported today.

Lower reports from Republic and Warner and no report from Stanley Co. account for the drop, Commerce officials said.

Colosseum

(*Continued from page* 1)

allowances. "The national recently sent out a letter to the membership," Zeltner said, "outlining the details of the new contract. A footnote to this letter, signed by H. B. Wynn, Jr., national president, and N. Provencher, executive secretary, read in part as follows: 'During the psychological phase of our negotiations one of our own members set back severely our efforts by thoughtlessness or indiscretion by releasing an unauthorized statement to the trade press. This same member is the source of a story in the Motion Picture Daily of Aug. 28, 1951, in which it was said that a loge spokesman was up in arms over the pact instead of stating his objections to the settlement within the confines of the colosseum, where such discussions belong, and outlining a practical alternative.' The results of our last meeting," Zeltner continued, "at which all members voted to dissolve the loge, clearly demonstrate that the statements in question were a true reflection of the sentiments of the Chicago Loge.

"I had apprised the national leadership of these sentiments and of the probable results should the proposed settlement be accepted. Furthermore, the secret meeting between Mr. Beznor and the distributors nullified any work done by the bargaining committee selected from various zones of the country to carry on negotiations, and a report on an investigation of possible affiliation with a national labor organization which was to have been submitted to the loges by May 1 never was submitted."

A new, as yet unnamed, organization of Chicago film salesmen has been formed, with Zeltner as president, Lou Goldberg as secretary, and Si Lax treasurer.

British Lion

(*Continued from page* 1)

interest on loans, a provision of $225,000 for estimated loss on films started after March, 1949, and charges for depreciation, etc. Gross profit before such charges amounted to $1,369,200.

The report showed that $2,234,400 was written off for losses on films commenced prior to the Drayton regime. This increases the loss of over $3,080,000 brought forward last year to nearly $5,500,000. Moreover, the balance sheet shows loans from bankers exceeding $2,800,000, and from "others" amounting to nearly $9,800,000. Included in the latter is believed to be approximately $8,400,000 owed to the National Film Finance Corp., the government's film lending organization.

Drayton's report states that he is "not unhopeful that losses are behind us and the company will show a profit for the year to March, 1952." He bases his hopes on the additional revenue obtainable from operation of the Eady tax plan and the fact that British Lion is now producing films at an average cost considerably lower than for those produced prior to March, 1949. Drayton also points out that in providing the $225,000 for possible loss on current films, a prudent course is being followed. Those films, given favorable conditions, probably could show a considerable profit ultimately, he suggests.

Review

"Joe Palooka in Triple Cross"

(*Monogram*) *Hollywood, Sept.* 10

THE overall result of the latest in the "Joe Palooka" series, entitled "Joe Palooka in Triple Cross" is satisfying entertainment, rating pretty evenly with its predecessors in the "Palooka" group. The boxing content which has been the main point of interest in the series up to now is reached late this time and is used for a climax in what had been, until then, a melodramatic story. The shifting of emphasis may or may not prove popular with the Palooka fans, but it does have the effect of making the outcome of the ring battle seem less certain than usual.

The screenplay by Jan Jeffries, from a story by Harold Bancroft, has the world's heavyweight champion, his wife and his manager, kidnapped by three escaped convicts who, having slain another citizen at the opening of the film, keep the three under their control on threat of death. One of the convicts, after murdering his two companions, forces the trio to pass him off, in disguise, as Mrs. Palooka's aged aunt, while Joe prepares for a championship match which will net him, for benefit of the bandit, $100,000. At ring time, the bandit, holding a gun on Mrs. Palooka, forces Joe's manager to bet the $100,000 on Joe's opponent and tells Joe he must lose the match or forfeit his wife's life. That is the situation when they go into the ring, and the manner in which it is resolved is for the film, rather than a synopsis, to tell.

In addition to Joe Kirkwood, as Joe, James Gleason, as his manager, and Cathy Downs, as Joe's wife, the film has John Emery in a highly professional job as an educated convict, Steve Broidy as his trigger-happy companion, and, Don Harvey as the third escapee. Hal E. Chester produced, with Bernard W. Burton in association. Reginald LeBorg directed.

Running time, 60 minutes. General audience classification. Release date, Sept. 16.

'River' Premiere An International Event

Jean Renoir's Technicolor picture, "The River," had its world premiere at the Paris Theatre here last night under the sponsorship of Sir Benegal N. Rau, India's representative to the United Nations. Presented by the Theatre Guild, the film will continue at that theatre on a reserved seat, two-a-day engagement. It is being distributed by United Artists.

The premiere was an event of international consequence, judging from the attendance. Invited were dignitaries representing India, the U. S. S. R., the United Kingdom, Argentina, Colombia, Costa Rica, the Netherlands, Lebanon, Uruguay, Iraq, Poland, Syria, Israel, Czechoslovakia, Turkey, Cuba, Egypt, Indonesia, New Zealand, Norway, Canada, El Salvador, Australia, Mexico, Greece, Ecuador, Belgium, France, the Philippines, Panama, Iran, Venezuela, Sweden, Yugoslavia, Arabia and other countries.

Others on hand were Ambassador and Mrs. Ernest A. Gross of the U. S. delegation to the U. N.; Mr. and Mrs. Nelson Rockefeller; Mrs. Vincent Astor; Mr. and Mrs. Jock Whitney; Col. and Mrs. Archibald Roosevelt; Helen Hayes; Marian Anderson and Mr. and Mrs. Oscar Hammerstein II.

Para. Pictures Dividend

The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents per share on the common stock, payable on Sept. 28 to holders of record on Sept. 19.

Daff Recommends A Worldwide COMPO

Back from a six-week trip abroad, Al Daff, Universal-International director of world sales, said yesterday that maintenance of good industry public relations overseas is just as important as here. He said he would like to see the counterpart of Compo in all key centers in foreign countries. There are selfish interests which like to take smacks at the industry, he said, and it is important for us to defend it everywhere.

Business in New Zealand and Australia is very good, he reported. He said business is coming along well in Israel, Turkey and Scandinavia, and that grosses in England were good "but may be slightly behind last year." In India and the middle East business was static he said, and in France there is a growing tendency to go to Italy and make bi-lingual pictures because of high costs at home. In Italy the summer season was better than in a long time because of the many tourists, he reported.

Fasick Named Loew's Boston Ad Manager

Karl Fasick, manager of Loew's Park Theatre, Cleveland, has been appointed advertising-publicity manager for Loew's Boston Theatres, succeeding Bob Newhook, who has resigned to handle publicity for the March of Dimes. Samuel Shubouff, manager of Loew's Ohio, Cleveland, moves to the Park. Frank Arena, assistant manager of the State, Cleveland, will become manager of the Ohio. Harry Mayers, assistant manager of Loew's Midland, Kansas City, has been transferred to Houston.

Wolff Aids Royal Show

London, Sept. 10. — The Motion Picture Association of America has nominated RKO's Robert S. Wolff to act as joint chairman with Reginald Bromhead of the annual Royal Film Performance. Viewing of films from which this year's selection will be made is scheduled to start Sept. 24.

INS Starts New TV Film Wire Service

International News Service's new television wire, tied in with the daily newsreel film service produced by its affiliate, Telenews Productions, has started operations.

The new wire, coupled with film, is said to provide the first basic daily news service specially designed for television needs. It is the first step toward establishment of a complete round-the-clock TV news wire said INS.

Among latest TV subscribers to be added to the circuit are WNHC-TV, New Haven; WBAL-TV, Baltimore, and WJAR-TV, Providence. INS-Telenews, began film service to TV stations in 1948. The daily film service has been used since its inception by the CBS network.

Advance Plans

(*Continued from page* 1)

America; Earl Sponable, 20th Century-Fox; Paul Raibourn, Paramount; Frank Cahill, Warner Brothers, and Dana W. Atchley, Sr., United Paramount Theatres.

The eight-topic agenda which Motion Picture Daily reported yesterday was set for the meeting, was covered completely. However, the making of final decisions was postponed pending a report by the committee of engineers.

Present at yesterday's meeting were: Edward Cheyfitz, Mitchell Wolfson, Joseph Karp, Nat D. Fellman, A. A. Chenes, William F. Cronin, Robert H. O'Brien, Lester Isaacs, Harry Kalmine, Joseph Vogel, Harry Goldberg, E. J. Smith, Kenneth C. Royall, Vincent R. Welch, Leopold Friedman.

Also, Marcus Cohn, Sidney Schreiber, Ralph Cohn, Walter Reade, Jr., Norman Gluck, E. H. Hansen, Wilbur Snaper, Ted Black, McIntosh, Inglis, Jansky, Bailey, Sponable, Cahill and Atchley.

TV Lauds 'Hero'

(*Continued from page* 1)

today's opening of the picture were made. Columbia carried off a similar TV "coup" on behalf of the Arch Oboler production, "Five," some time ago, and makes more or less regular use of video to key promotion campaigns for local and national openings.

Parker at Premiere

Cleveland, Sept. 10. — Eleanor Parker arrived at her home town here this evening for festivities leading up to the world premiere tomorrow of 20th Century-Fox's "A Millionaire for Christy" at the Hippodrome Theatre.

Following the premiere, which will kick off a 200-theatre day-and-date saturation campaign throughout Ohio, the actress will tour Toledo, Cincinnati, Dayton, Sandusky, Oak Harbor, Bellview and Norwalk.

Here today from New York to help handle the premiere activities and post-premiere tour by Miss Parker are Stirling Silliphant, 20th Century-Fox publicity manager, and Leo Pillot, special exploitation representative for the company.

WHAT'S THE SCORE?
GET THE WHOLE PICTURE FROM A FRONT ROW SEAT AT THE T.O.A. CONVENTION!
1951 T.O.A. CONVENTION AND TRADE SHOW
Sept. 23-27
HOTEL ASTOR, N.Y.C.

THE 1951 T.O.A. CONVENTION AND TRADE SHOW is the most important gathering of theatremen in many years.

This will be a working convention. Every important topic relating to up-to-the-minute management, policy, operations and concessions will be discussed. An important feature of the convention will be the big Trade Show at which the manufacturers, dealers, concession merchandise and merchandising will be on display and where you can talk over, first-hand, your requirements and problems for the year ahead. A golden opportunity for both buyers and sellers.

An elaborate program of entertainment has been arranged by the convention committee and will feature the T.O.A. Showboat trip up the historic Hudson River (hosted by Coca-Cola), lunches, theatre parties, fashion show, broadcast studios, the big banquet and a special program for the ladies.

ALL EXHIBITORS ARE INVITED TO ATTEND REGARDLESS OF AFFILIATION. THIS IS A CONVENTION TO HELP SOLVE THE PROBLEMS OF ALL EXHIBITORS AND THE BUSINESS AGENDA WILL COVER EVERY SUBJECT OF CURRENT AND COMING IMPORTANCE.

IMPORTANT TOPICS FOR DISCUSSION:

- Know your industry.
- Distributor-exhibitor public relations.
- Government regulations on supplies, shortages, etc.
- TV and Theatre TV.
- Legislation, national, state and local.
- Concessions.
- 16 mm. competition.
- Theatre Equipment.
- Consent Decree.
- And many other vital subjects!

For information and reservations:

T.O.A. CONVENTION COMMITTEE

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The SKY's The Limit in PITTSBURGH!

First Engagement Tops "Show Boat" And "Great Caruso"! Audience Reception Sensational! Reviews Terrific! It's riotous! Heart-stirring! Sockeroo!

M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS · JANET LEIGH · with Keenan Wynn Lewis Stone · Spring Byington · Bruce Bennett · and introducing Donna Corcoran · Screen Play by Dorothy Kingsley and George Wells · Based on a Story by Richard Conlin · Produced and Directed by Clarence Brown

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 50 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 11, 1951 TEN CENTS

Advance Plans For Theatre TV Channels

Exhibition-Distribution Engineers Group Named

Reporting progress toward a unified industry approach in connection with the bid which will be made to the Federal Communications Commission for theatre television frequency allocations, the Motion Picture Association of America stated yesterday following a four-hour meeting here among 30 industry leaders and video engineers that the conclave marked the first time that the Association's television committee received the exhibitor point-of-view on an official basis.

To bring about coordination of all thinking on technical and engineering phases of the presentation to the FCC, the meeting, which was under the chairmanship of S. H. Fabian, named the following committee of engineers which will meet soon for that purpose: Frank McIntosh and Andrew Inglis, representing MPAA; C. M. Jansky and Stuart Bailey, Theatre Owners of

(*Continued on page* 10)

N. Y. Grosses Are Fair-to-Good; 'Place' Is Strong

Clear skies over the week-end and the opening yesterday of the new school season are causing grosses to drop off at New York's first-runs. Nevertheless, it is expected to be a fair-to-good week for the most part. Holdovers predominate.

A first-rate demonstration of drawing strength is being given by "A Place in the Sun" at the Capitol,

(*Continued on page* 7)

British Lion Shows Profit for '50-'51

LONDON, Sept. 10.—The two-year effort headed by chairman Harold Drayton to put British Lion Films' house in order appears headed for some success as the company today issued a report revealing it was again in the black for the year ended March 31 last.

British Lion reported net profit of $42,000, after provision of $436,800 for

(*Continued on page* 10)

Theatre TV Sell-outs to Mark Bout Tomorrow

Reports of advance sell-outs in two cities for tomorrow night's large-screen theatre television presentations of the Robinson-Turpin middleweight championship fight were received in New York yesterday.

Admission prices at the 13 theatres in 11 cities where the telecast of the bout from New York will be shown have been set at $1.50 to $2.40.

In a number of cases where reports received yesterday do not indicate advance sell-outs, it is pointed out that capacity houses are expected by the managements by the time round one starts, since the contest has excited more interest than any other boxing match in recent years.

From Pittsburgh comes the report that the Fulton Theatre's capacity of 1,700 already is sold out for the fight. A non-reserved seat policy had been set up. Fulton manager John D. Walsh had planned a second running of the film which will be made of the

(*Continued on page* 7)

1,500 at Chicago's 'Movietime' Rally

CHICAGO, Sept. 10.—An estimated 1,500 showmen of the Chicago area turned out here today for the "Movietime U.S.A." rally at the Esquire Theatre, which was described by Arthur Mayer, executive vice-president of the Council of Motion Picture Or-

(*Continued on page* 7)

Loew's Decree Talks Resume This Week

Washington, Sept. 10.—Justice Department officials said here today that they expect to resume consent decree talks with Loew's later this week, and that "quite a few" sessions would be needed before the decree is ready for final approval.

NBC-TV Program Lauds Col.'s 'Hero'

Another demonstration by Columbia Pictures of how television can be used effectively to "plug" motion pictures was afforded on the "Author Meets the Critic" program last Sunday night over NBC-TV.

The 30-minute program, usually concerned with literary works, was given over this time to Columbia's new release, "Saturday's Hero," which opens at the Victoria Theatre here today. Participating in the telecast were Paul Lazarus, Jr., Columbia home office executive; John Derek, star of the film; Bob Cook, sports editor of the N. Y. *Herald-Tribune*, and Bill Slater, radio-TV personality.

In addition to the panel discussions, the program used six key clips, totaling 10 minutes of program time, from the film, and numerous mentions of

(*Continued on page* 10)

Ad Group Finishes Giant 'Movietime' Press Book

What the Council of Motion Picture Organizations describes as "undoubtedly the largest, most comprehensive and spectacular press book ever issued" is COMPO's all-industry "It's Movietime, U.S.A." showmanship campaign portfolio which will be in every theatre in the country within a few days.

Indicative of the all-industry scope of the "Movietime" campaign, the portfolio, which was produced under the direct supervision of S. Barret McCormick, director of advertising of RKO Radio, represents the combined thinking of most every promotion-minded person in the industry, being based on ideas and promotions

(*Continued on page* 7)

World Film Unit Bid For Ticket Tax Cut

Venice, Sept. 10 (By Cable).—The International Federation of Producers, which was recently joined by the Motion Picture Association of America, has adopted a resolution urging all governments to reduce admission taxes.

Admission taxes have been raised 20 per cent by the government here. Formerly fixed from 15 to 50 per cent, they now range from 18 to 60 per cent.

Chicago Loge Drops Out Of Colosseum

Resents Wage Agreement Set by National Leaders

CHICAGO, Sept. 10. — The Chicago loge of the Colosseum of Motion Picture Salesmen of America was dissolved at a weekend meeting here.

The loge's president, Harold Zeltner, said today "the Chicago loge was dissolved as a result of the ridiculously inept national leadership of the Colosseum, as reflected in the agreement recently made with the film companies. This agreement actually was made at a secret meeting between Mr. David Beznor, who is the Colosseum's counsel and the representatives of the distributors; and the bargaining session held recently in Washington was mere window dressing."

The recently reported compromise agreement between eight distributors and the union would give the country's approximately 1,000 film salesmen increases of $7 per week in salary and $1 per day in expense

(*Continued on page* 10)

Senate Would Tax Color Conversion Process for Film

WASHINGTON, Sept. 10.—The Senate Finance Committee has voted to tax the process of converting black-and-white film into color film.

At present, both black-and-white and color film bear a 15 per cent Federal excise tax. However, since color film is so much more costly, the 15 per cent is a very substantial item, and some firms, in order to avoid it,

(*Continued on page* 8)

Rentals From Army Total $6½-Million

WASHINGTON, Sept. 10.—Distributors received $6,500,000 in rentals from film showings on Army and air force installations in the U. S. and overseas during the 1950-51 fiscal year. This was the highest post-war figure.

Of the total, $4,000,000 came from rentals on domestic exhibition and $2,500,000 from rentals from overseas showings.

Personal Mention

JOSEPH I. BREEN, Production Code Administrator and vice-president of the Motion Picture Association of America, sailed from here over the weekend for an extended vacation in Spain.

•

ELIAS LAPINERE, RKO Radio general sale manager and publicity director for Continental Europe, is aboard the *S.S. Liberte* returning to Paris headquarters.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, will be in Philadelphia today and in Washington tomorrow, returning to New York at the end of the week.

•

JUDY WAHN, personnel representative of Wilcox-Neagle Productions in this country, will sail from here for London on the *S.S. Queen Elizabeth* Thursday.

•

RUSSELL DOWNING, managing director of Radio City Music Hall, and MRS. DOWNING are on a motor tour vacation.

•

ARTHUR KRIM, United Artists president, returned to New York from the Coast by plane over the weekend.

•

MATTHEW J. FOX arrived in New York from the Coast by plane over the weekend.

•

DAVE GOLDING, Samuel Goldwyn director of advertising and publicity, will return here today from the Coast.

•

ROBERT UNGERFELD, special Universal exploitation representative, left New York last night for Boston.

CDA Issues Booklet On Defense Plans

WASHINGTON, Sept. 10.—The Federal Civil Defense Administration today made public a general plan for theatres and virtually every other type of U. S. business to organize their own protection plan in the event of enemy attack.

Today's plan, contained in a 60-page booklet, is not tailor-made for theatres or any one group, but is a broad, general scheme. CDA expects to issue between now and June special pamphlets for special types of installations.

Rogers Closes Video Deal With Gen. Foods

HOLLYWOOD, Sept. 10. — General Foods, Inc., has announced consummation of a contract with Roy Rogers, securing complete control of his television and radio appearances over the next three years. A unique clause let GF cancel the contract in the event Rogers' motion pictures made in the past are released to television.

Rogers recently invoked legal action to prevent Republic from releasing to television its pictures in which he appeared.

Several Promotions Of RKO Managers

Several promotions and switches have been effected in RKO Theatres mostly in Metropolitan New York managerial ranks by William W. Howard, vice-president of the circuit.

Richard Clark has been appointed manager of the RKO Marble Theatre here, succeeding James Fitzgerald, who becomes relief manager. Jack Cahn has been named manager of the RKO Hamilton Theatre, replacing Philip Nemirow, who becomes manager of the RKO Proctor's at New Rochelle, succeeding Alexander Pluchos, who goes to White Plains.

Jay Golden becomes division manager in New England, a new post, and will also have supervision over Upper New York State. He will make his headquarters in Rochester, N. Y. Millroy A. Anderson has been promoted to division manager in the Los Angeles and San Francisco areas. Washington, D. C., will become a part of the Russ Emde division.

Pickman, Carle to Confer Here on Ads

Teet Carle, Paramount's studio publicity manager will arrive in New York on Thursday from Hollywood for a series of meetings with Jerry Pickman, the company's director of advertising-publicity.

Up for discussion will be advertising and promotion plans for Cecil B. DeMille's "The Greatest Show on Earth," Perlberg - Seaton's "Aaron Slick from Punkin Crick," Leo McCarey's "My Son, John," George Stevens' "Something to Live For," and William Wyler's "Detective Story."

While here Carle also will attend the company's division managers' sales meeting set to begin on Thursday.

Broidy, Other Mono. Executives Here

Steve Broidy, president of Monogram and Allied Artists, has arrived in New York from Toronto sales meetings. Accompanying him are Ed Morey, vice-president, and John C. Flinn, director of advertising-publicity.

The three will hold conferences with Morey R. Goldstein, general sales manager, on forthcoming product.

Gamble and O'Keefe Get Two from FWC

LOS ANGELES, Sept. 10. — Gamble and O'Keefe Theatres has acquired the Tower Theatre at Fresno and the Ritz Theatre at Hanford, Cal., from Fox West Coast and will take possession on Wednesday. The Ritz was purchased outright, while the Tower was acquired under a long term lease.

Mother of B. McCormick

Mrs. Florence C. Waterman, mother of S. Barret McCormick, RKO Radio director of advertising, and of T. Bidwell McCormick, RKO field man in Denver, died yesterday in that city.

Settle Radio Centre Suit Out of Court

NEWARK, Sept. 10.—An out-of-court settlement has been reached in the $3,648,000 triple-damage anti-trust action filed four years ago in New York Federal Court by Radio Centre, Inc., owner and operator of the Mosque Theatre here, against eight distributors and several circuits.

The sum which changed hands in the settlement was not revealed, but it was stated authoritatively that "the defendants made payment to the plaintiff, the amount being substantially less than the damages stipulated."

The suit, entitled *Radio Centre, Inc.* vs. *Paramount Pictures, et al*, charged that for the six years preceding Sept., 1947, the Mosque was refused pictures on a first-run basis. Defendants Essex Amusements, Skouras Theatres and Nu-Broad Co., all of which operate theatres in and around Newark, were alleged to have received preferential treatment in the distribution of first-run product.

Settlement was by stipulation executed by attorneys for the respective parties to the case.

Asks Clarification Of Baldwin Decision

HOLLYWOOD, Sept. 10. — Attorney Homer Mitchell, representing several defendants in Fanchon and Marco's Baldwin Hills Theatre clearance case, which was decided in favor of distributors recently, has requested Federal Judge Leon Yankwich to expand and clarify his recent decision in order to avoid future misunderstanding and misinterpretation of the ruling.

Mitchell's letter points out that certain seeming contradictions in the text of the court's opinion are subject to possible misinterpretation by other courts, unless the language is clarified.

Liss Heads Warner New England Houses

BOSTON, Sept. 10.—Joseph P. Liss has been appointed supervisor of Warner Brothers Theatres for the North Eastern district which comprises Massachusetts. Liss returns after an absence of 10 months during which he was booker for Warner theatres in Massachusetts.

He succeeds Max Melincoff who recently resigned.

Silver Is Named Souvaine Ad Head

Milton Silver has been appointed director of advertising and publicity of Souvaine Selective Pictures, effective Monday, September 17, it was disclosed here yesterday by Charles Amory, sales vice-president of the company.

Silver has been with Souvaine since the first week in July working on special assignments.

Award for 'Streetcar'

VENICE, Sept. 10.—Warner Brothers' "A Streetcar Named Desire" has received a special prize at the international film festival being held here.

NEWS in Brief . . .

Paramount will mark the 25th anniversary of its branch office in Cuba with a reception and dinner to be held in Havana on Saturday. Both Barney Balaban, president of Paramount Pictures, and George Weltner, President of Paramount International, will attend the affair along with more than 450 Cuban exhibitors and government officials.

•

LONDON, Sept. 10.—F. W. Allport, London representative of the Motion Picture Association of America, will fly to Paris tomorrow for consultations with John G. McCarthy, MPAA's vice-president in charge of the international division. McCarthy is scheduled to sail for New York from Cherbourg on Friday, completing a three-months' European visit.

•

LONDON, Sept. 10.—Roy and John Boulting, producers, announce they have signed a contract with M-G-M to make up to five films. They will leave here for Hollywood in about six weeks to discuss several stories.

The contract, they said, permits them to make one film of their own here in between any two made for M-G-M.

•

Henry Wilcox's "The Lady with A Lamp" starring Anna Neagle and Michael Wilding, will have simultaneous world premieres Sept. 22 in England, Australia, New Zealand, Canada, South Africa, Pakistan, Malaya, Malta, the Bahamas, Ceylon, Bermuda, the West Indies, Hong Kong and Singapore.

Princess Elizabeth will attend the premiere with her husband, the Duke of Edinburgh, sponsor of the London premiere.

•

Paramount has named Ben Babb national coordinator of promotion for George Pal's forthcoming science-fiction film, "When Worlds Collide." In making the appointment, Jerry Pickman, Paramount's director of advertising-publicity, stressed the special handling the picture will be given.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON • AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
plus Spectacular Stage Presentation

HOWARD HUGHES presents
ROBERT MITCHUM
JANE RUSSELL in
HIS KIND OF WOMAN!
in person!
JAN MURRAY
TONI ARDEN
RAY MALONE PRYOE & DAY
ELLIOT LAWRENCE
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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A PICTURE FOR SHOWMEN
THAT'S OUT OF THIS WORLD!!!

$15,000 SHOWMANSHIP CONTEST

On the 20th Century-Fox Showmanship Sensation

THE DAY THE EARTH STOOD STILL

Open to any manager and/or advertising manager of a motion picture theatre anywhere in the United States.

326 PRIZES TOTALING
WHO COME UP WITH $

FREE SHOWMANSHIP KIT!

Yours for the asking!

Chockful of ideas and material to help you plan a hard-hitting Selling Campaign on "THE DAY THE EARTH STOOD STILL".

Each kit contains:

NEWSPAPER ADVERTISING PROOFS . . . PUBLICITY STORIES . . . STILLS . . . REPRODUCTION ART . . . SCENE MATS . . . SAMPLES OF NOVELTY ACCESSORIES . . . TABLOID FOUR-PAGE SHOCK HERALD and a specially compiled SHOWMAN'S MANUAL that gives detailed information about ***A CO-OP AD CAMPAIGN*** for any theatre . . . ***TEASER TRAILERS . . . RADIO CAMPAIGN . . . FREE SPOT ANNOUNCEMENT RECORDS . . . GRATIS TWENTY-FOUR SHEET POSTERS*** and how to sell and exploit "THE DAY THE EARTH STOOD STILL" on the screen, in the lobby, out front, on the billboards, in newspaper advertising and publicity . . . tv.—radio—direct mail!

Write or wire to

EXPLOITATION DEPARTMENT
20th Century-Fox Film Corp.
444 West 56th St., New York City

A FOUR-POINT PROGRA FOR SUCCESS

The Rev. "Bill" Alexander, of Dallas, Texas is in great demand throughout the Southwest as a public speaker.

One of the Reverend's popular inspirational themes is on what he refers to as a "Four Point Program for Success"! These he lists as **INSPIRATION! PREPARATION! IMAGINATION! PERSPIRATION!**

Let's apply "Bill's" recipe to "The Day the Earth Stood Still"! Every ingredient in it should serve as an **INSPIRATION.** Then comes **PREPARATION.** Next is **IMAGINATION,** the quality that infuses all ideas, activities, with the showmanship spirit that lifts them out of the ordinary. Lastly, and most necessary of all, is **PERSPIRATION.** This welds our first three elements into an homogeneous whole by know-how and sleeves-rolled-up physical activity!

TRY THAT FORMULA!— MAKE THE EARTH STAND STILL AT YOUR THEATRE!

15,000 FOR $HOWMEN
OCKO CAMPAIGNS ON

First Prize
$1,000
U. S. SAVINGS BOND

Second Prize
$750
U. S. SAVINGS BOND

Third Prize
$500
U. S. SAVINGS BOND

Fourth Prize
$350
U. S. SAVINGS BOND

Fifth Prize
$250
U. S. SAVINGS BOND

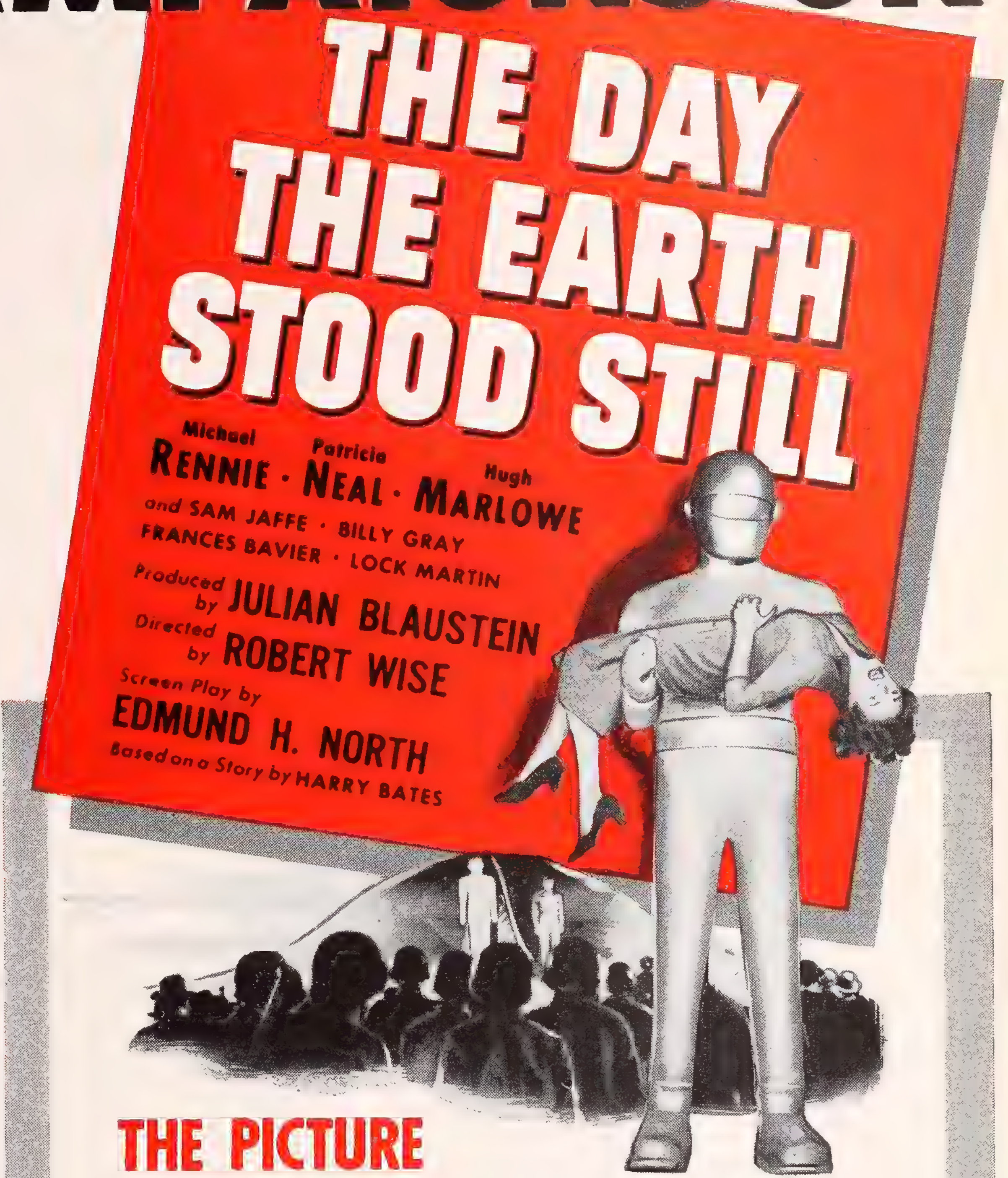
Sixth Prize
$150
U. S. SAVINGS BOND

Next 10 Prizes
$100
U. S. SAVINGS BOND

Next 15 Prizes
$75
U. S. SAVINGS BOND

Next 100 Prizes
$50
U. S. SAVINGS BOND

Next 195 Prizes
$25
U. S. SAVINGS BOND


THE DAY THE EARTH STOOD STILL
Michael RENNIE · Patricia NEAL · Hugh MARLOWE
and SAM JAFFE · BILLY GRAY
FRANCES BAVIER · LOCK MARTIN
Produced by JULIAN BLAUSTEIN
Directed by ROBERT WISE
Screen Play by EDMUND H. NORTH
Based on a Story by HARRY BATES

THE PICTURE IS TERRIFIC! WILL LIVE UP TO EVERY EFFORT YOU MAKE TO PUT IT OVER BIG!!

Study the title! Magnetic! Arouses curiosity! The theme is in the domain of science-fiction. Off the beaten path! Space ships, thinking robots, disintegrating rays, life machines, all those weird and strange things that appeal to the untold millions who enjoy the unusual in screen entertainment.

RULES FOR $15,000 CONTEST ON
"THE DAY THE EARTH STOOD STILL"

ENTRY DATE: All entries must be postmarked on or before midnight of January 15, 1952.

THE JUDGING: Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "The Day the Earth Stood Still."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

HOW TO ENTER: 1. Submit a written summary of the advertising, exploitation and publicity campaign you stage for your engagement of "THE DAY THE EARTH STOOD STILL," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

(a) Size of theatre (seats)____________

(b) Population____________and type of community____________

(c) Run given "THE DAY THE EARTH STOOD STILL"____________

(d) Percentage of normal business____________

(e) Receipts for engagement (optional)____________

3. Send your summary by first class mail to

THE DAY THE EARTH STOOD STILL COMMITTEE
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.

JUDGING COMMITTEE

The judging committee will be composed of the following:

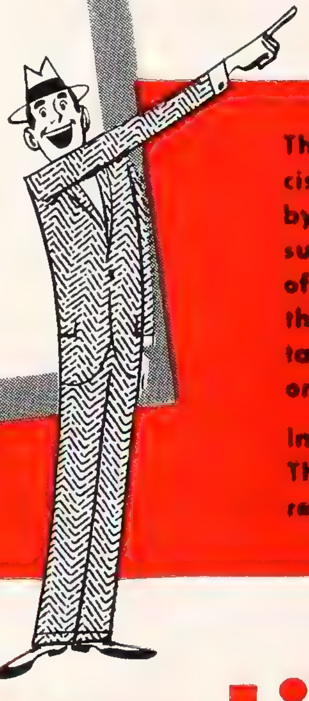
ROBERT B. WILBY
Operator Wilby-Kincey Circuit for Paramount

BENJAMIN N. BERGER
President of Berger Amusement Company, Minneapolis, Minn.

SOL SCHWARTZ
President RKO Keith-Orpheum Theatres, Inc., New York, N.Y.

WALTER BROOKS
Director Managers' Round Table "Motion Picture Herald"

CHESTER W. FRIEDMAN
Editor Showmandiser Section "Boxoffice"



These judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same and/or material or ideas therein contained may be freely copied or otherwise used by or through said corporation.

In case of a tie, duplicate prizes will be awarded. This contest is subject to federal, state and local regulations.

There's No Business Like 20 CENTURY-FOX Business!

TV Sell-outs

(*Continued from page* 1)

telecast for instantaneous showing, but abandoned the idea because it was believed trouble would be experienced in clearing the house. The Stanley and Warner theatres here announced yesterday that the RKO film of the fight will be added to Friday programs.

Edward S. Canter, executive of American Theatres, announced that the entire Pilgrim Theatre, Boston, has been sold out in advance for the bout. The house, which seats 1,800, will have a $1.80 admission.

Advance sale for the telecast at the Grand Theatre, Albany, was reported yesterday as "pretty fair," with the Fabian management indicating that it expects a sell-out of the 1,500-seat theatre at $2 admission. It will be the first closed circuit presentation at that theatre on equipment which has been moved from the nearby Palace. Admissions to the regular film show will be halted in mid-afternoon tomorrow so preparations for the telecast can be made, and the house will be reopened at 6:30 P.M.

Word from Washington is that RKO Keith's Theatre there has a "pretty good" advance sale for the Robinson-Turpin contest. The theatre has put unreserved seats on sale at $2.40. It is planned to clear the house at 6:30 P.M. and reopen at seven, with customers having the option of coming early and seeing the regular film before the fight, or coming late and seeing the film after the fight. Theatre officials are plugging the telecast with a small box in the daily newspaper ads for the regular film, "Flying Leathernecks."

Chicago Arrangements

Admission prices for the showing of the bout on large-screen TV at the Uptown and Tivoli theatres, Chicago, probably will be from $1.50 to $2.00 with the Uptown seen likely to charge the higher price, it was reported from that city. Apart from the price hike, necessitated by the charge of approximately 75 cents per seat imposed on the theatre, handling of the event will be substantially the same as for previous telecast bouts, with tickets being sold on a first come, first served basis.

The Century Theatre, Baltimore, will charge $2 for the telecast program. However, in order to keep the figure at $2 the Century's portion of each admission will have to be lowered from 65 cents to 64 cents.

Admission for the fight telecast at the RKO Palace, Cleveland, will be $2.40, according to Max Mink, manager. He did not know whether the house would get the RKO film of the fight the following day.

The televising of the fight at the St. James Theatre in Asbury Park will mark the first presentation of full motion picture screen television anywhere in New Jersey, according to Walter Reade Theatres, owners of the house. The St. James will utilize a set developed in Asbury Park by the Tradiovision Corp., which will project and magnify the television signal onto the full screen.

Installation of theatre TV in the Colonial Theatre, Natick, Mass., has been halted due to the discovery that the set cannot be ready at the time of the Robinson-Turpin bout, it was reported yesterday.

The telecast of the fight to theatres has been arranged between Theatre Network Television and the International Boxing Club.

'FLYING SQUADRONS' LAUNCH MIDWEST 'MOVIETIME' DRIVE

MINNEAPOLIS, Sept. 10.—The "Movietime U.S.A." drive in the Minneapolis area is moving into high gear following the naming of "flying squadrons" for organizational work and the selection of eight cities as centers of activity.

Ted Mann has been named exhibitor co-chairman of the campaign, W. H. Workman is distributor chairman and E. R. Ruben is over-all director locally.

Squad No. 1, comprising Harry French, Art Anderson and Jess McBride, will visit Owatonna, Tuesday; Marshall, Wednesday, and Huron, Thursday.

Squad No. 2, made up of Mann, Harry Green, Roy Miller and Fay Dressell, will hold meetings at Eau Claire, Tuesday, and Brainerd, Thursday.

Squad No. 3, including Ruben, Workman, Ralph Pielow, Harold Field and Stan Kane, will visit Fargo, Tuesday; Grand Forks, Wednesday, and Minot, Sept. 13.

In each city local squads are now making arrangements for the regional meetings and gathering forces to insure a heavy attendance.

Ruben, French, Mann and Kane (executive secretary of the drive) have all made urgent appeals to exhibitors to select the city and date most convenient for their attendance, and to prevail upon neighboring exhibitors to join in the campaign and attend the meetings.

Film salesmen in the Minneapolis zone met at a luncheon at the Variety Club in Minneapolis recently and heard a full outline of the role they are expected to play in "Movietime." The meeting was conducted by Ruben, with Workman assisting as distributor chairman. The administrative committee of the drive also attended the salesmen's meeting to discuss plans for the regional meetings.

Chicago 'Movietime'

(*Continued from page* 1)

ganizations, as "ranking in attendance and enthusiasm with the rallies previously held in Atlanta and N. Y."

Mayor Martin Kenneally made the address of welcome, with Jack Kirsch, president of Allied Theatre Owners of Illinois, and John Balaban, head of Balaban and Katz, acting as co-chairmen. Speakers included R. J. O'Donnell, national director of "Movietime"; Mayer and Rev. William Alexander. They made radio and TV appearances on behalf of "Movietime" later.

The Chicago *Herald-Examiner* published a "Movietime" extra, which was distributed immediately following the Esquire Theatre rally.

East-West Publicity Coordinated at Meet

HOLLYWOOD, Sept. 10.—Final details of coordinated Hollywood-New York publicity for "Movietime U.S.A." were rounded out at a meeting here today of all members of the local committee, headed by Lou Smith, Hollywood publicity chairman, with Charles Simonelli, chairman of the New York "Movietime" publicity unit.

Launch 'Movietime' In Md. Tomorrow

BALTIMORE, Sept. 10.—Executives and employes of distributor branches and theatres located in Central Maryland will gather here Wednesday for the official launching of the "Movietime U.S.A." drive as it applies to the area. The principal address will be delivered by Gael Sullivan, executive director of the Theatre Owners of America, in behalf of the Council of Motion Picture Organizations.

Maryland has been divided into three sections for the purposes of "Movietime," and subsequent general meetings are planned for industry members on the Eastern Shore and in Western Maryland.

C. Elmer Nolte, theatre owner, is chairman of the Central Maryland committee for "Movietime."

'Movietime' Book

(*Continued from page* 1)

suggested and worked up by meetings held in all parts of the country by theatremen, exhibitor associations, studio publicity, exploitation staffs and home office promotion departments.

An 18-x-37-inch multi-colored "Movietime" folder which can be removed from the package and used as a display hanger for lobbies or out front, was designed by Stanley Sherwin, art director of RKO Radio, and executed by Sherwin and artists Frank Sanfilippo and Ben Haber.

The actual campaign leads off with a general facts press book, written by McCormick following numerous "Movietime" policy-making conferences. Second volume contained in the display folder is the exploitation campaign, written and edited by Jonas Arnold (loaned to the "Movietime" campaign by United Artists) and based on ideas and promotions suggested by every home office exploitation department. Third book is a 24-page publicity section, written and edited by film publicist George Fraser.

In addition to the three basic books, numerous special inserts have been provided. An entire section has been devoted to the scores of accessories available, ranging from 24-sheets to samples of toy balloons. Another folder provides four special radio scripts. A complete and separate publicity campaign has been prepared, featuring those outstanding films now in current release, which will be played by subsequent-run and circuit houses during "Movietime."

'Movietime' Meet is Set for Sept. 21 in Salt Lake City

SALT LAKE CITY, Sept. 10.—A "Movietime U.S.A." meeting has been slated for Sept. 21 in the Salt Lake Theatre. Exhibitors from Utah, Idaho, Montana and Nevada are expected to attend. Meeting will be addressed by one or more Council of Motion Picture Organizations officials.

N. Y. Grosses

(*Continued from page* 1)

where a robust $83,000 for a second week follows $96,000 for the first. Off, but still very big at the Rivoli is "David and Bathsheba," where $58,000 indicated for the fourth week compares with $80,000 for the preceding stanza.

At the Roxy, the combination of "People Will Talk" on the screen and an ice and variety revue on stage is keeping the turnstiles clicking, but to a lesser extent than last week. A solid $83,000 is seen for the second stanza against the opening week's towering $135,000.

"His Kind of Woman," together with a stage bill topped by Jan Murray, is due to give the Paramount a nice $64,000 for the second week ending tomorrow; the initial seven days brought $87,000.

Radio City Music Hall will open "Captain Horatio Hornblower" and a new stage show on Thursday. The eighth and final week of "Show Boat" and accompanying stage presentation is expected to bring a fair $105,000.

$13,700 For 'Twist'

"Oliver Twist" still is performing in pleasing fashion at the Park Avenue, where a good $13,700 is indicated for the sixth week. Opening fairly well was "The People Against O'Hara" at Loew's State, with the first round expected to register $21,000 when the audit is taken tomorrow. The reopening of school took a sharp toll at the Criterion, where the seventh week for Walt Disney's "Alice in Wonderland" looks like $16,000, a fairly satisfactory figure, against the preceding stanza's $30,000.

"Rhubarb" is holding up quite nicely at the Globe, with $25,000 expected for the second week. The second week of "Painting the Clouds With Sunshine" is comparatively weak at the Warner with $14,000 indicated. Also slipping is "Jim Thorpe—All American," which will give the Astor only $15,000 for the third stanza. "Here Comes the Groom" will take over at the Astor on Sept. 20.

The Italian-made, English-sung "The Medium" is having a very modest first week at the Sutton, where "Kon-Tiki" just completed a 23-week run. Only $12,000 is seen for the newcomer's first week, ending tomorrow.

"Tales of Hoffman," on the other hand, still is riding high at the Bijou, where the 23rd week is marked for $11,500. Yesterday, the Victoria bade farewell to "Bright Victory," the sixth and final week of which tallied $8,500, a fairly good figure; the replacement today is "Saturday's Hero."

A slow $9,500 is indicated for the second week of "Little Egypt" at the Mayfair, where "The Day the Earth Stood Still" is scheduled to open Sept. 19. "Kind Lady" is dipping to $6,500 for the fifth week at the Trans-Lux 52nd Street, but will hold. The Theatre Guild's presentation of "The River" commenced last night at the Paris with an elaborate world premiere, and with a mail order advance for some weeks ahead, said to be in excess of $20,000.

192 Star Appearances

HOLLYWOOD, Sept. 10.—The Hollywood Coordinating Committee reported that 122 individual artists made 192 appearances at military hospitals, installations, etc., during August.

National Pre-Selling

TIMED to the launching of "Movietime U. S. A.," four of the nation's top circulation magazines will devote extensive space to stars of forthcoming 20th Century-Fox pictures. The Sept. 15 issue of *Saturday Evening Post* will carry a feature article on Jimmie Stewart by Pete Martin, crediting "No Highway in the Sky," while this week's *Collier's* features a full-length story on Marilyn Monroe, "1951 Model Blonde." The latter article gives extensive credit to "Let's Make It Legal." Rounding out the magazine barrage will be a six-page piece in the September *Coronet* on Thelma Ritter with credit to "The Marriage Broker" and a nine-page article in this month's *Redbook* on Jeanne Crain, with coverage of her latest picture, "People Will Talk."

•

While "The River" is many months away from general release, the Kenneth McEldowney - United Artists Technicolor special which opens a two-a-day run at the Paris Theatre today, under the auspices of the Theatre Guild, gets a pre-selling break in the *Saturday Evening Post* with a feature story of the production of the film, in the current issue. The article was written by Mrs. McEldowney, who was formerly a popular Hollywood publicist, in collaboration with Pete Martin, the *Post*'s profiler of motion picture personalities.

•

Look *magazine, in its issue of Sept.* 15, *launches a full national magazine coverage for the Sam Spiegel-United Artists Technicolor film, "The African Queen," starring Kathryn Hepburn and Humphrey Bogart, with John Huston directing.* Look's *double-truck spread covers the nine-week African location shooting of C. S. Forester's story of the lone Englishman and the spinster on an adventurous trek over an African river during the World War I battle for the control of the contiment. Added excitement in the magazine story, not in the motion picture, is the presence of Lauren Bacall, who accompanied her husband on the filming expedition.*

•

An extensive pre-selling tieup has been concluded between Branco Productions and the Atchison, Topeka and Santa Fe Railway for Gloria Swanson's upcoming independent picture, "Three for Bedroom C" which will be made entirely on the Super Chief, en route between Chicago and Los Angeles. More than $2,500,000 worth of streamline railway equipment will be tied up, and one of the famous "Dome" cars has been disassembled and set up on the studio stages for interior shots. The Santa Fe's cooperative newspaper advertising schedule, in support of the film, will include 495 metropolitan newspapers, plus local window displays and billboard advertising, besides a continuous campaign on Santa Fe trains and in the Fred Harvey restaurants. Under discussion is a plan for the world premiere of the picture on board the Super Chief.

•

The United Daughters of the Confederacy has voted to sponsor "Drums of the Deep South," which RKO Radio will release, following a special preview for representatives of the Atlanta and Georgia chapters. Picture will be launched in 30 cities of 13 Southern states in October, with the big premiere in Atlanta, at the Paramount Theatre, on the final day of the annual convention of the Daughters of the Confederacy. The *Atlanta Journal* is cosponsoring the event and will carry full reports of plans and activities. The flag of the Confederacy, the historic "Stars and Bars," has been flying, significantly and extensively, of late.

•

A special Technicolor film strip showing 72 *highlight scenes from "David and Bathsheba" will be widely used as a visual education aid in the nation's* 10,000 *Sunday schools this fall, reaching an estimated audience of* 15,000,000 *children and adults. The colored slides from the film have been endorsed by church groups as dramatic illustration of a famous Bible story. Particularly strong approval has come from the Jewish Education Committee, which has made arrangements to use the film strip in its* 550 *religious schools throughout the country, and are additionally distributing* 500,000 *"David and Bathsheba" brochures.*

•

As an advertising extra to aid managers in their campaigns for the $15,000 exploitation contest for "The Day the Earth Stood Still," 20th Century-Fox has produced three teaser trailers with personal messages from Drew Pearson, H. V. Kaltenborn and Elmer Davis, describing the reaction of these news analysts to the possibility of an approaching space ship from another planet. Pearson predicts this will be one of the most widely talked about films of the year, while the other two commentators handle the "news" of the event with realism. Also available as pre-selling aids will be special television and radio spot announcements.

—WALTER BROOKS

Review

"Disc Jockey"

(Allied Artists)

AN EXPLOITATION musical, "Disc Jockey" features 28 disc jockeys as themselves. They have access to ears across the nation and can be expected to be used in behalf of local theatres playing the picture.

The 15 big-name musicians, orchestra leaders and radio entertainers who likewise play themselves have, in the aggregate, millions of followers.

And the picture offers in addition the names of Tom Drake, Ginny Simms, Jane Nigh and Michael O'Shea, for the billing benefit of anybody who does not own a radio, a phonograph or a television set, or does not go to dances, theatres or nightclubs.

In short, it's a dead cinch that everybody everywhere is going to hear about this picture in terms designed to influence them to go and see it. As produced by Maurice Duke and directed by Will Jason, from a script by Clark E. Reynolds, it delivers what is promised, a tremendous lot of music, performed by famed exponents of popular music, plus a story that is adequate to the purpose of tying it all together properly.

The story concerns a disc jockey who is about to lose a sponsor because the latter believes television is cutting down disc jockey listener audiences, and details a professional conspiracy in which disc jockeys throughout the nation combine to prove the sponsor is wrong. They prove it, convincingly, and have a good time doing so.

The disc jockeys are Martin Block, Joe Adams, Joe Allison, Bill Ansons, Doug Arthur, Don Bell, Paul Brenner, Bob Clayton, Paul Dixon, Ed Gallagher, Dick Gilbert, Bill Gordon, Maurice Hart, Bruce Hayes, Eddie Hubbard, Bea Kalmus, Les Malloy, Paul Masterson, Ed McKenzie, Tom Mercer, Gil Newsome, Gene Norman, Art Pallans, Bob Poole, Norman Prescott, Fred Robbins, Ernie Simon and Larry Wilson.

The musicians are Russ Morgan, Tommy Dorsey, George Shearing, Jack Fina, Joe Venuti, Red Norvo, Ben Pollack, Red Nichols and Vito Musso. The entertainers are Herb Jeffries, Sarah Vaughan, the Riders of the Purple Sage and the Weavers.

Anybody need more names than that to draw?

Running time, 77 minutes. General audience classification. Release date, Aug. 26.

Volmar, Everson in New Mono. Posts

Victor Volmar will handle Monogram International's Latin American territory from New York, Norton V. Ritchey, president, has announced. Keith Everson takes over as the company's publicity manager.

Volmar will continue to supervise foreign language versions for the company.

'Streetcar' Coast Date

LOS ANGELES, Sept. 10.—"A Streetcar Named Desire" will be given a Pacific Coast star premiere at Warner's Beverly Theatre on the night of Sept. 18. The star showing will precede special engagements of the production on the following day, here and at the Warner Theatre in New York.

Tiomkin to Write Scores

HOLLYWOOD, Sept. 10.—Dimitri Tiomkin has been signed to compose scores and conduct the music for future Stanley Kramer Productions. In addition he has been signed by Warner and Howard Hawks to handle the music assignments on "Bugles in the Afternoon" and "Big Sky," respectively.

Senate Would Tax

(*Continued from page* 1)

have been buying black-and-white film, paying the tax on that, and converting the black-and-white to color.

Costs Are About the Same

While processing costs are about the same, the tax difference makes the film cheaper this way. The Finance Committee has voted to eliminate the difference by making the processing cost taxable at the 15 per cent rate, so that the final cost either way should be about the same.

Complete Program For Variety Meet

Marc J. Wolf, international chief barker of Variety Clubs, has completed arrangements for the 1951 mid-year conference of the clubs on Oct. 4-6, at the Royal York Hotel in Toronto.

Business sessions will be held on Thursday morning and afternoon. On Friday morning the group will go to Variety Village, main charity of the Toronto Tent, returning after lunch to resume their business session. On Friday night the Toronto tent will sponsor a banquet.

Delegates will be in the city during the visit of Princess Elizabeth and Prince Philip and they will occupy a special section in the reviewing stand for the Royal Procession on Saturday morning. Tent 28 of Toronto hosts to the clubs will hold a dinner in the Royal York Hotel.

Following the pattern of the mid-year meeting in Pittsburgh last fall, the International Tent is setting up this year's meeting along the same lines, namely, an open forum at which representatives of the various tents will discuss their problems and operations so that the other tents can benefit from actual experiences in the field of fund-raising for worthy charities.

Telecasters Warn Of U.S. Controls

WASHINGTON, Sept. 10.—Television broadcasters have declared that the pending Benton Bill to set up a citizens' advisory committee on television program contents is "potentially more dangerous to free expression than any legislation that has been before the Congress in the 30-year history of American broadcasting."

"It is but one step from an advisory board to one that controls," the broadcasters said, "and only one further step to the control of all media: the press, motion pictures and books, as well as radio and television."

The views, adopted by the TV board of the National Association of Radio and Television Broadcasters, were forwarded to Senate Interstate Commerce Committee Chairman Johnson and to Senator McFarland, chairman of a sub-committee holding hearings on the measure.

Dual Italian Film Show

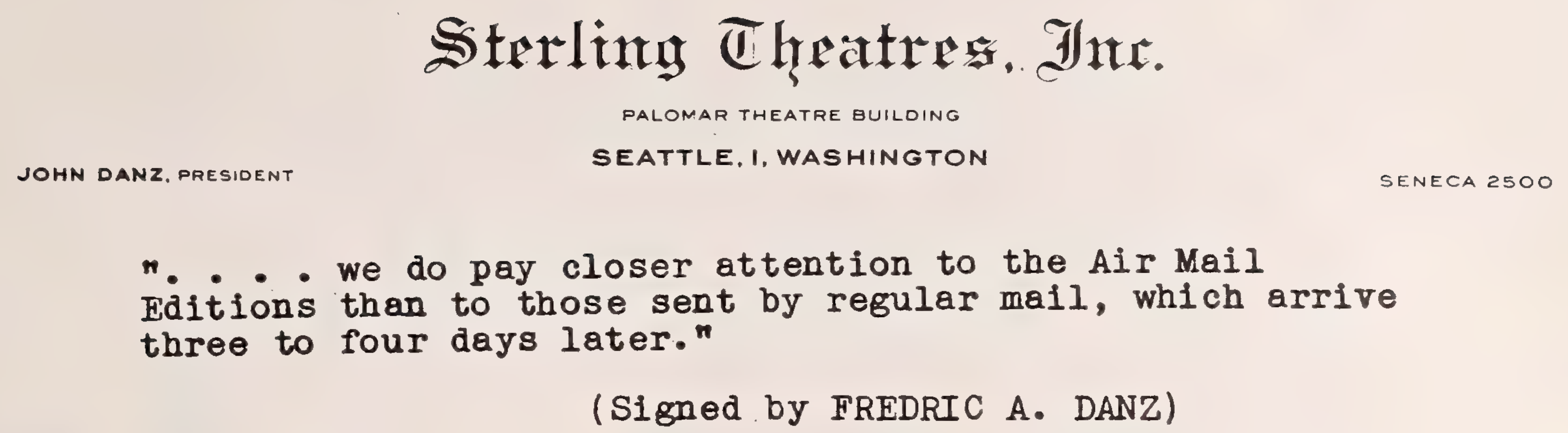
The Italian film, "A Dead Woman's Kiss," will receive a two-theatre American premiere here, at New York's Cinema Verdi and the Cinema Giglio, on Oct. 5, the first time that an Italian film has been released here in that manner, according to Casolaro Films Distributing Co.

Hollywood Charity Drive

HOLLYWOOD, Sept. 10.—The permanent charities committee of the motion picture industry launched its 1952 campaign, with $1,350,000 as its goal, at a "kick off" luncheon at the Beverly Hills Hotel here. Thirteen major charitable and welfare organizations derive benefit from the campaign.

Set Loew's Dividend

The board of directors of Loew's, has declared a quarterly dividend of 37½ cents per share, payable on Sept. 29 to holders of record on others.



Sterling Theatres, Inc.

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SENECA 2500

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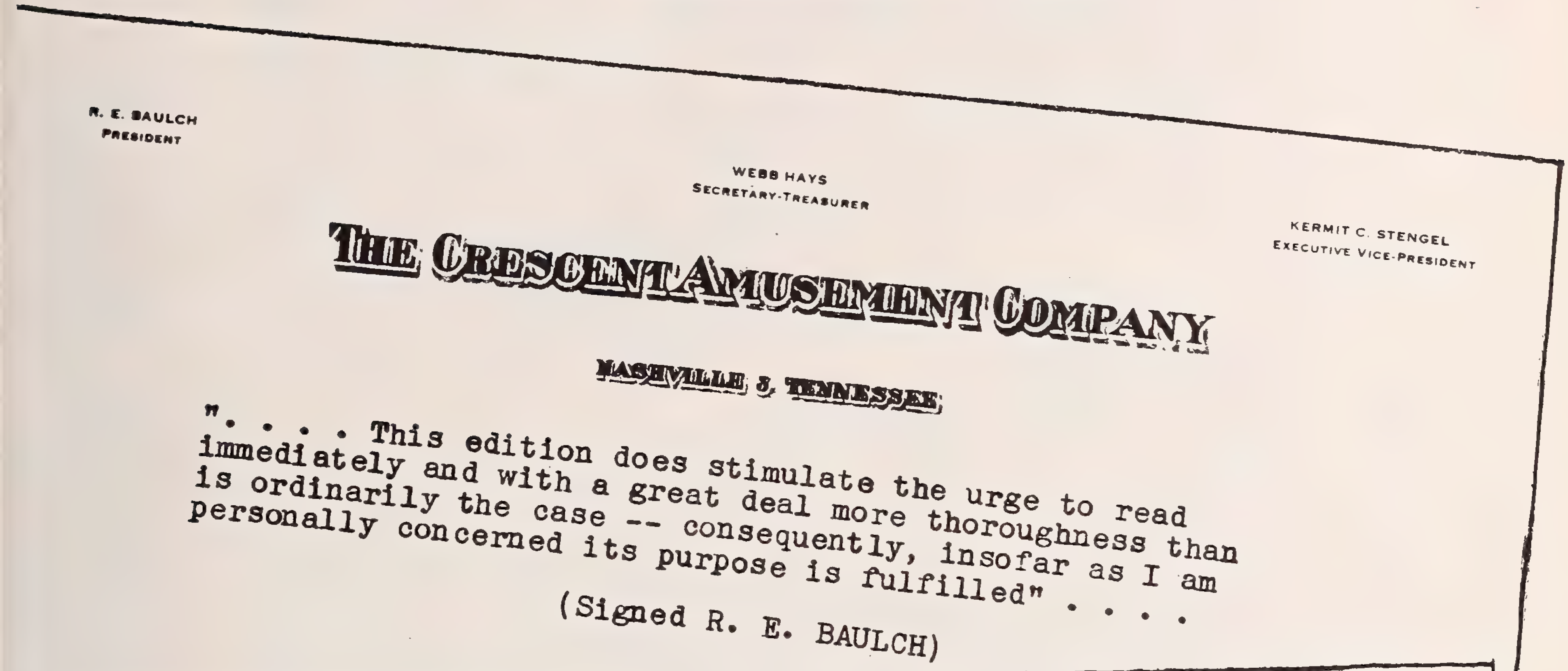
(Signed by FREDRIC A. DANZ)



R. E. BAULCH
PRESIDENT

WEBB HAYS
SECRETARY-TREASURER

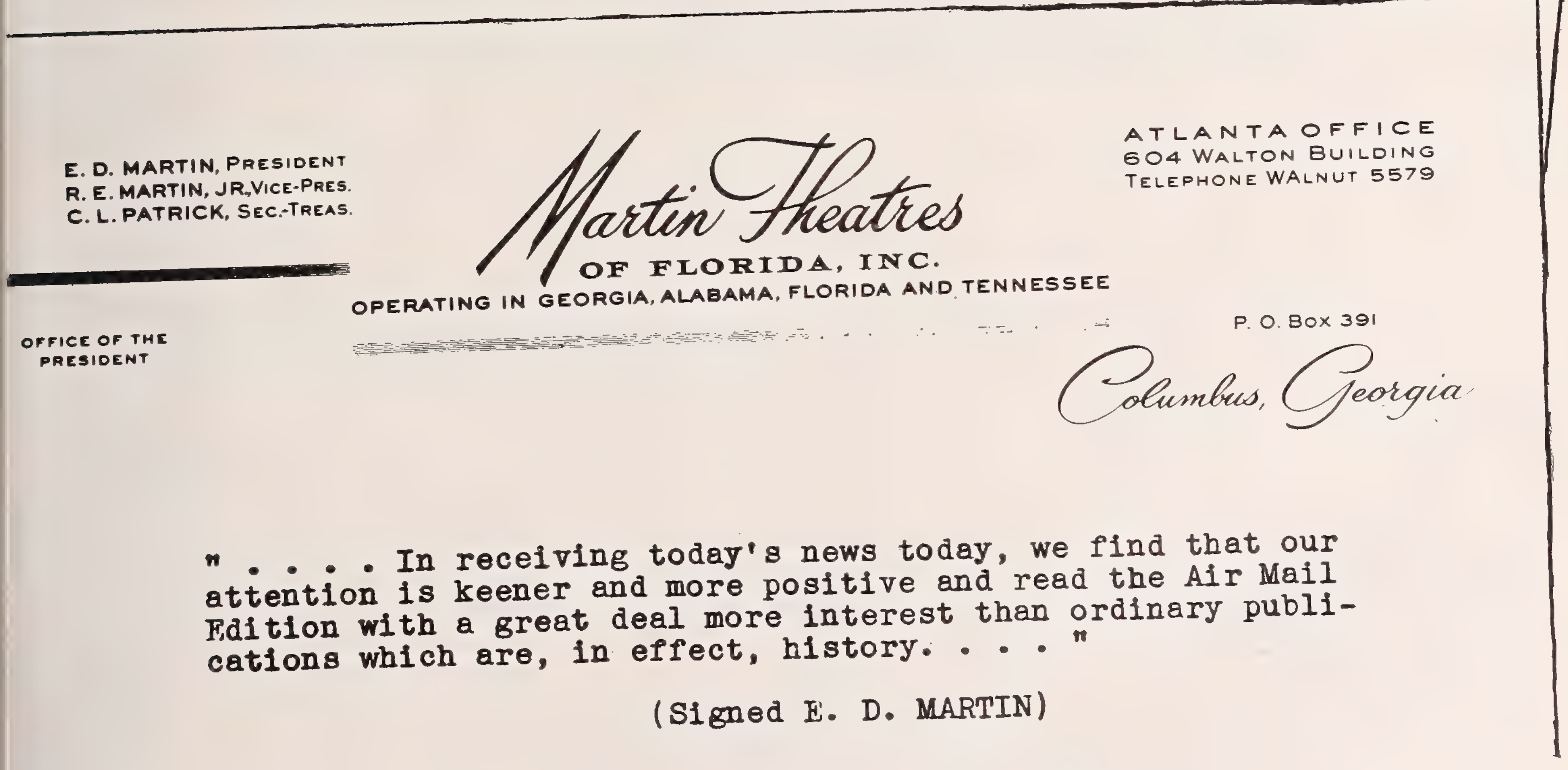
KERMIT C. STENGEL
EXECUTIVE VICE-PRESIDENT

THE CRESCENT AMUSEMENT COMPANY

NASHVILLE 3, TENNESSEE

". . . . This edition does stimulate the urge to read immediately and with a great deal more thoroughness than is ordinarily the case -- consequently, insofar as I am personally concerned its purpose is fulfilled" . . . .

(Signed R. E. BAULCH)



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OFFICE OF THE PRESIDENT

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Columbus, Georgia

" . . . . In receiving today's news today, we find that our attention is keener and more positive and read the Air Mail Edition with a great deal more interest than ordinary publications which are, in effect, history. . . . "

(Signed E. D. MARTIN)

Cash Dividends Off About 10 Per Cent

Washington, Sept. 10.—Film companies reported cash dividend payments of $3,508,000 in July, about 10 per cent below the $3,929,000 reported in July of last year, the Commerce Department reported today.

Lower reports from Republic and Warner and no report from Stanley Co. account for the drop, Commerce officials said.

Colosseum

(*Continued from page* 1)

allowances. "The national recently sent out a letter to the membership," Zeltner said, "outlining the details of the new contract. A footnote to this letter, signed by H. B. Wynn, Jr., national president, and N. Provencher, executive secretary, read in part as follows: 'During the psychological phase of our negotiations one of our own members set back severely our efforts by thoughtlessness or indiscretion by releasing an unauthorized statement to the trade press. This same member is the source of a story in the MOTION PICTURE DAILY of Aug. 28, 1951, in which it was said that a loge spokesman was up in arms over the pact instead of stating his objections to the settlement within the confines of the colosseum, where such discussions belong, and outlining a practical alternative.' The results of our last meeting," Zeltner continued, "at which all members voted to dissolve the loge, clearly demonstrate that the statements in question were a true reflection of the sentiments of the Chicago Loge.

"I had apprised the national leadership of these sentiments and of the probable results should the proposed settlement be accepted. Furthermore, the secret meeting between Mr. Beznor and the distributors nullified any work done by the bargaining committee selected from various zones of the country to carry on negotiations, and a report on an investigation of possible affiliation with a national labor organization which was to have been submitted to the loges by May 1 never was submitted."

A new, as yet unnamed, organization of Chicago film salesmen has been formed, with Zeltner as president, Lou Goldberg as secretary, and Si Lax treasurer.

British Lion

(*Continued from page* 1)

interest on loans, a provision of $225,000 for estimated loss on films started after March, 1949, and charges for depreciation, etc. Gross profit before such charges amounted to $1,369,200.

The report showed that $2,234,400 was written off for losses on films commenced prior to the Drayton regime. This increases the loss of over $3,080,000 brought forward last year to nearly $5,500,000. Moreover, the balance sheet shows loans from bankers exceeding $2,800,000, and from "others" amounting to nearly $9,800,000. Included in the latter is believed to be approximately $8,400,000 owed to the National Film Finance Corp., the government's film lending organization.

Drayton's report states that he is "not unhopeful that losses are behind us and the company will show a profit for the year to March, 1952." He bases his hopes on the additional revenue obtainable from operation of the Eady tax plan and the fact that British Lion is now producing films at an average cost considerably lower than for those produced prior to March, 1949. Drayton also points out that in providing the $225,000 for possible loss on current films, a prudent course is being followed. Those films, given favorable conditions, probably could show a considerable profit ultimately, he suggests.

Review

"Joe Palooka in Triple Cross"

(*Monogram*) *Hollywood, Sept.* 10

THE overall result of the latest in the "Joe Palooka" series, entitled "Joe Palooka in Triple Cross" is satisfying entertainment, rating pretty evenly with its predecessors in the "Palooka" group. The boxing content which has been the main point of interest in the series up to now is reached late this time and is used for a climax in what had been, until then, a melodramatic story. The shifting of emphasis may or may not prove popular with the Palooka fans, but it does have the effect of making the outcome of the ring battle seem less certain than usual.

The screenplay by Jan Jeffries, from a story by Harold Bancroft, has the world's heavyweight champion, his wife and his manager, kidnapped by three escaped convicts who, having slain another citizen at the opening of the film, keep the three under their control on threat of death. One of the convicts, after murdering his two companions, forces the trio to pass him off, in disguise, as Mrs. Palooka's aged aunt, while Joe prepares for a championship match which will net him, for benefit of the bandit, $100,000. At ring time, the bandit, holding a gun on Mrs. Palooka, forces Joe's manager to bet the $100,000 on Joe's opponent and tells Joe he must lose the match or forfeit his wife's life. That is the situation when they go into the ring, and the manner in which it is resolved is for the film, rather than a synopsis, to tell.

In addition to Joe Kirkwood, as Joe, James Gleason, as his manager, and Cathy Downs, as Joe's wife, the film has John Emery in a highly professional job as an educated convict, Steve Broidy as his trigger-happy companion, and, Don Harvey as the third escapee. Hal E. Chester produced, with Bernard W. Burton in association. Reginald LeBorg directed.

Running time, 60 minutes. General audience classification. Release date, Sept. 16.

'River' Premiere An International Event

Jean Renoir's Technicolor picture, "The River," had its world premiere at the Paris Theatre here last night under the sponsorship of Sir Benegal N. Rau, India's representative to the United Nations. Presented by the Theatre Guild, the film will continue at that theatre on a reserved seat, two-a-day engagement. It is being distributed by United Artists.

The premiere was an event of international consequence, judging from the attendance. Invited were dignitaries representing India, the U. S. S. R., the United Kingdom, Argentina, Colombia, Costa Rica, the Netherlands, Lebanon, Uruguay, Iraq, Poland, Syria, Israel, Czechoslovakia, Turkey, Cuba, Egypt, Indonesia, New Zealand, Norway, Canada, El Salvador, Australia, Mexico, Greece, Ecuador, Belgium, France, the Philippines, Panama, Iran, Venezuela, Sweden, Yugoslavia, Arabia and other countries.

Others on hand were Ambassador and Mrs. Ernest A. Gross of the U. S. delegation to the U. N.; Mr. and Mrs. Nelson Rockefeller; Mrs. Vincent Astor; Mr. and Mrs. Jock Whitney; Col. and Mrs. Archibald Roosevelt; Helen Hayes; Marian Anderson and Mr. and Mrs. Oscar Hammerstein II.

Para. Pictures Dividend

The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents per share on the common stock, payable on Sept. 28 to holders of record on Sept. 19.

Daff Recommends A Worldwide COMPO

Back from a six-week trip abroad, Al Daff, Universal-International director of world sales, said yesterday that maintenance of good industry public relations overseas is just as important as here. He said he would like to see the counterpart of Compo in all key centers in foreign countries. There are selfish interests which like to take smacks at the industry, he said, and it is important for us to defend it everywhere.

Business in New Zealand and Australia is very good, he reported. He said business is coming along well in Israel, Turkey and Scandinavia, and that grosses in England were good "but may be slightly behind last year." In India and the middle East business was static he said, and in France there is a growing tendency to go to Italy and make bi-lingual pictures because of high costs at home. In Italy the summer season was better than in a long time because of the many tourists, he reported.

Fasick Named Loew's Boston Ad Manager

Karl Fasick, manager of Loew's Park Theatre, Cleveland, has been appointed advertising-publicity manager for Loew's Boston Theatres, succeeding Bob Newhook, who has resigned to handle publicity for the March of Dimes. Samuel Shubouff, manager of Loew's Ohio, Cleveland, moves to the Park. Frank Arena, assistant manager of the State, Cleveland, will become manager of the Ohio. Harry Mayers, assistant manager of Loew's Midland, Kansas City, has been transferred to Houston.

Wolff Aids Royal Show

LONDON, Sept. 10. — The Motion Picture Association of America has nominated RKO's Robert S. Wolff to act as joint chairman with Reginald Bromhead of the annual Royal Film Performance. Viewing of films from which this year's selection will be made is scheduled to start Sept. 24.

INS Starts New TV Film Wire Service

International News Service's new television wire, tied in with the daily newsreel film service produced by its affiliate, Telenews Productions, has started operations.

The new wire, coupled with film, is said to provide the first basic daily news service specially designed for television needs. It is the first step toward establishment of a complete round-the-clock TV news wire said INS.

Among latest TV subscribers to be added to the circuit are WNHC-TV, New Haven; WBAL-TV, Baltimore, and WJAR-TV, Providence. INS-Telenews, began film service to TV stations in 1948. The daily film service has been used since its inception by the CBS network.

Advance Plans

(*Continued from page* 1)

America; Earl Sponable, 20th Century-Fox; Paul Raibourn, Paramount; Frank Cahill, Warner Brothers, and Dana W. Atchley, Sr., United Paramount Theatres.

The eight-topic agenda which MOTION PICTURE DAILY reported yesterday was set for the meeting, was covered completely. However, the making of final decisions was postponed pending a report by the committee of engineers.

Present at yesterday's meeting were: Edward Cheyfitz, Mitchell Wolfson, Joseph Karp, Nat D. Fellman, A. A. Chenes, William F. Cronin, Robert H. O'Brien, Lester Isaacs, Harry Kalmine, Joseph Vogel, Harry Goldberg, E. J. Smith, Kenneth C. Royall, Vincent R. Welch, Leopold Friedman.

Also, Marcus Cohn, Sidney Schreiber, Ralph Cohn, Walter Reade, Jr., Norman Gluck, E. H. Hansen, Wilbur Snaper, Ted Black, McIntosh, Inglis, Jansky, Bailey, Sponable, Cahill and Atchley.

TV Lauds 'Hero'

(*Continued from page* 1)

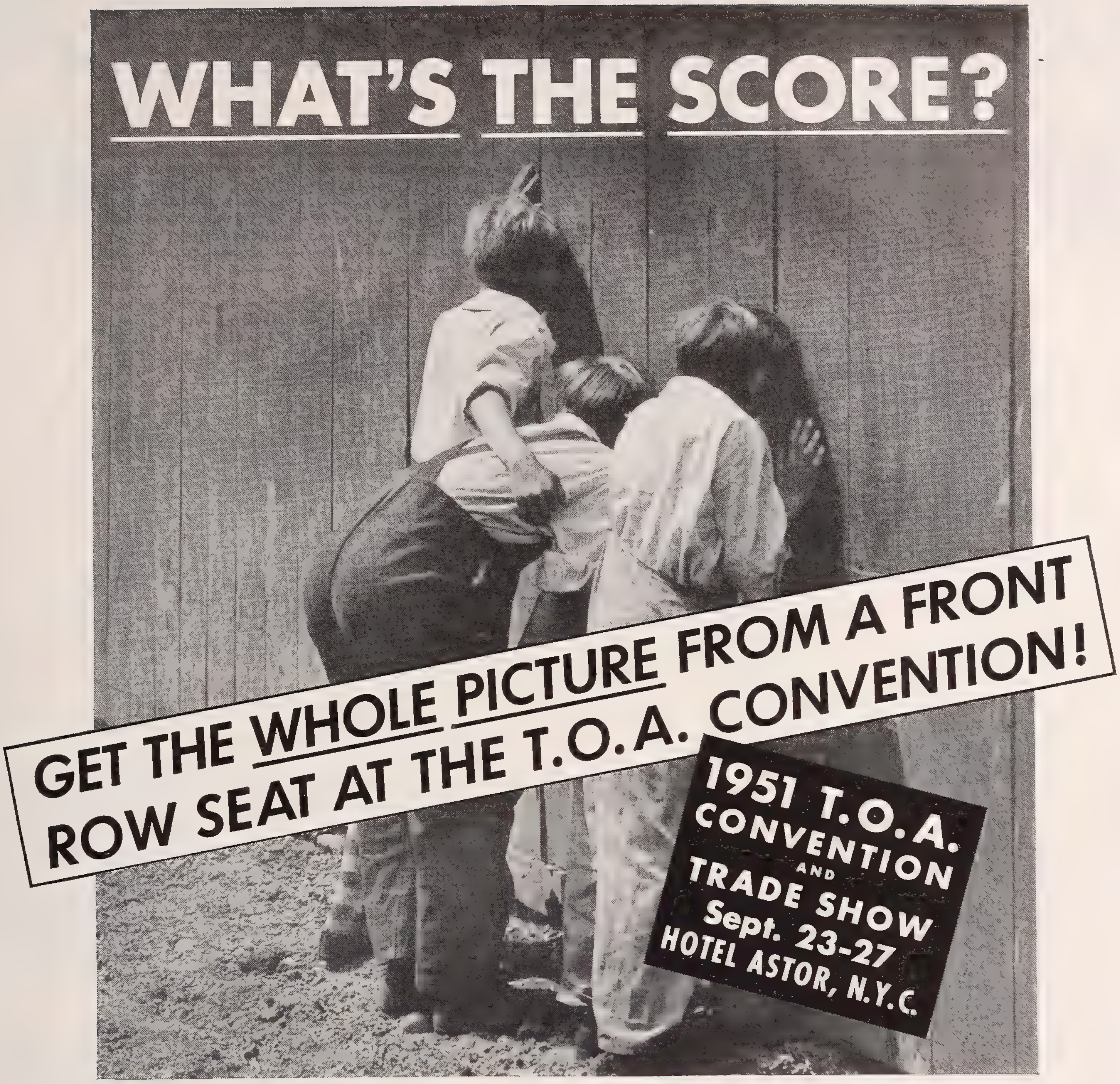
today's opening of the picture were made. Columbia carried off a similar TV "coup" on behalf of the Arch Oboler production, "Five," some time ago, and makes more or less regular use of video to key promotion campaigns for local and national openings.

Parker at Premiere

CLEVELAND, Sept. 10. — Eleanor Parker arrived at her home town here this evening for festivities leading up to the world premiere tomorrow of 20th Century-Fox's "A Millionaire for Christy" at the Hippodrome Theatre.

Following the premiere, which will kick off a 200-theatre day-and-date saturation campaign throughout Ohio, the actress will tour Toledo, Cincinnati, Dayton, Sandusky, Oak Harbor, Bellview and Norwalk.

Here today from New York to help handle the premiere activities and post-premiere tour by Miss Parker are Stirling Silliphant, 20th Century-Fox publicity manager, and Leo Pillot, special exploitation representative for the company.


WHAT'S THE SCORE?
GET THE WHOLE PICTURE FROM A FRONT ROW SEAT AT THE T.O.A. CONVENTION!
1951 T.O.A. CONVENTION AND TRADE SHOW
Sept. 23-27
HOTEL ASTOR, N.Y.C.

THE 1951 T.O.A. CONVENTION AND TRADE SHOW is the most important gathering of theatremen in many years.

This will be a working convention. Every important topic relating to up-to-the-minute management, policy, operations and concessions will be discussed. An important feature of the convention will be the big Trade Show at which the manufacturers, dealers, concession merchandise and merchandising will be on display and where you can talk over, first-hand, your requirements and problems for the year ahead. A golden opportunity for both buyers and sellers.

An elaborate program of entertainment has been arranged by the convention committee and will feature the T.O.A. Showboat trip up the historic Hudson River (hosted by Coca-Cola), lunches, theatre parties, fashion show, broadcast studios, the big banquet and a special program for the ladies.

ALL EXHIBITORS ARE INVITED TO ATTEND REGARDLESS OF AFFILIATION. THIS IS A CONVENTION TO HELP SOLVE THE PROBLEMS OF ALL EXHIBITORS AND THE BUSINESS AGENDA WILL COVER EVERY SUBJECT OF CURRENT AND COMING IMPORTANCE.

IMPORTANT TOPICS FOR DISCUSSION:

- **Know your industry.**
- **Distributor-exhibitor public relations.**
- **Government regulations on supplies, shortages, etc.**
- **TV and Theatre TV.**
- **Legislation, national, state and local.**
- **Concessions.**
- **16 mm. competition.**
- **Theatre Equipment.**
- **Consent Decree.**
- **And many other vital subjects!**

For information and reservations:

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**First
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Tops
"Show Boat"
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"Great Caruso"!
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M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS • JANET LEIGH • with Keenan Wynn Lewis Stone • Spring Byington • Bruce Bennett • and introducing Donna Corcoran • Screen Play by Dorothy Kingsley and George Wells • Based on a Story by Richard Conlin • Produced and Directed by Clarence Brown

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 51 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 12, 1951 TEN CENTS

Industry to Ask FCC for Six Channels

Wolfson Gives Preview Of TOA Video Report

Six channels, each 10 megacycles wide, for theatre television will be requested from the Federal Communications Commission by the industry, Mitchell Wolfson, head of the Theatre Owners of America's TV committee, disclosed yesterday.

Mitchell Wolfson

The six channel figure was cited by Wolfson in revealing the preliminary findings of his group, which will report fully to the TOA convention here at the Hotel Astor on Sept. 23-27.

Highlights of the report, as outlined by Wolfson, are the prediction that every theatre in the country that expects to re-

(*Continued on page 5*)

U-I Sets 18 of 36 To Be Produced During New Season

Universal will put 36 features into production during the year beginning next month, half of which will be in Technicolor, it was announced here yesterday.

The company identified titles and casts of 18 of the scheduled 36 new productions. They are:

"The World in His Arms," Technicolor, with Gregory Peck and Ann Blyth; "Against All Flags," Errol

(*Continued on page 5*)

Para. Shipments Are Up 16 Per Cent

Paramount's "Salute to Al Schwalberg" sales drive, which ended early this month, proved "one of the most successful in the company's history," the company stated here yesterday. Shipments during the nine-week cam-

(*Continued on page 4*)

Five More Cities Active On 'Movietime U.S.A.'

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, will address distributor-exhibitor "Movietime U.S.A." meetings in Peoria, Ill., and Charleston, W. Va., as a representative of COMPO.

Coyne will address the Peoria group at a luncheon-meeting in the Pere Marquette Hotel today. Arrangements for this gathering are being made by Ralph Lawlor and Rud Lohrenz.

The Charleston meeting will be held in the Daniel Boone Hotel on Sept. 18 as part of the convention of the West Virginia Theatres Association which will be in session for two days. Arrangements are being made by Rube Shor, secretary and treasurer of the association.

Meanwhile, organization of the Albany, N. Y., exchange district for participation in "Movietime U.S.A.," given impetus by the addresses of national drive chairman Robert J. O'Donnell and COMPO vice-president Arthur Mayer at a meeting of 300 industry people in the Delaware Theatre, is proceeding. Five exhibitor sub-chairmen have been named: Charles A. Smakwitz and Saul J. Ullman, Albany; Louis W. Schine, Gloversville; Sidney Kallet, Oneida, and Robert Johnson and H. L. Giladette, Cooperstown (acting for William C. Smalley, who is ill). Ullman also heads the finance committee, which seeks voluntary purchases by exhibitors of $10 stock shares for each 300 theatre seats.

Raymond Smith and Arthur J. Newman are co-chairmen of the dis-

(*Continued on page 4*)

RKO AIMING FOR TIME RECORD ON DELIVERY OF FIGHT FILMS

RKO Pathe has geared its laboratory and print delivery facilities here to get the negatives and prints of its picture of tonight's Randy Turpin-Sugar Ray Robinson boxing bout started to theatres in less than 24 hours after the fight is over, the briefest time ever given to the processing of a film with so many prints. The fight will be held at New York's Polo Grounds and 15 RKO Pathe cameramen will be used to photograph it from every conceivable angle.

Jay Bonafield, RKO Pathe vice-president and producer said here last night that the schedule calls for 1,200 prints for domestic use and 70 for Canada. To save time in shipping, the greatest number of negatives ever sent abroad on a fight film will be put on planes heading for the larger

(*Continued on page 5*)

Add State Lake to Tonight's Theatre TV Fight Network

Balaban and Katz's State Lake Theatre in Chicago has been added to the theatre television network which will carry tonight's Robinson-Turpin bout from New York's Polo Grounds, Theatre Network Television, Inc., disclosed here yesterday.

The addition of the State Lake brings the total number of theatres in 11 cities carrying the event to 14. Beside the State Lake, B. and K.'s Uptown and the Tivoli are scheduled to televise the middleweight champion-

(*Continued on page 5*)

U. A. in Black for 12 Consecutive Weeks

United Artists concluded its 12th consecutive week in the black on Sept. 8, figures compiled yesterday disclosed. In fact, last week's figures reached a new high in billings for the company in over a year. Hitting close to $354,000 for the week, the billings were more than $100,000 over those for the corresponding week last year.

The company's net still is running at a rate which, if it can be maintained through the end of the year,

(*Continued on page 4*)

Gerald Shea Named Shea Circuit Head

Gerald Shea was elected president of Shea Enterprises, Inc. at a stockholders meeting here. Edmund C. Grainger, former president, retains his position as general manager.

The circuit's trustees have prepared their final accounting and are now in the process of filing it. In keeping with that final accounting, stock of Shea Corp. has been delivered to the widow, Mrs. Margaret Shea, her four children, Thomas E. Shea, Mau-

(*Continued on page 5*)

Ask MPAA to Underwrite Exposition

N. Y. Phase Would Cost $400,000, Showmen Say

The executive committee of the Motion Picture Association of America board yesterday took under advisement a request by a committee of New York exhibition leaders for MPAA financing of the "Movietime U.S.A." exposition which would be held at the Grand Central Palace here in March and later be taken on a "tour" of the U. S.

According to cost estimates submitted by Fred J. Schwartz, of the exhibitor group, the underwriting of the New York City phase of the exposition would be in the amount of $400,000. Schwartz's "rough guess" as to the income which the Grand Central Palace show would bring was $500,000.

The MPAA executive group, which consists of distribution presidents, indicated upon receiving the request that it would be necessary for the Association board to confer with production leaders before an answer is given,

(*Continued on page 4*)

'Best Season' for Monogram-Allied Reported by Broidy

"The most successful year in the history of the company" was realized by Monogram and Allied Artists for the last fiscal year, ended in June, 1951, Steve Broidy, president, reported here yesterday.

Besides giving a preview of the company's financial statement, which will be made public in about three weeks when the year-end report is mailed to stockholders, Broidy ex-

(*Continued on page 5*)

Fabian Names 12 to TOA Committees

Twelve chairmen of as many Theatre Owners of America committees who will run the organization's convention and trade show, Sept. 23-27, to be held in New York, were named here yesterday by S. H. Fabian, gen-

(*Continued on page 4*)

Personal Mention

JOHN FLYNN, advertising-publicity director for Monogram-Allied Artists, will return to the Coast from New York at the weekend.

•

JEFF LIVINGSTON, Universal's Eastern advertising manager, has returned to New York from California following a week of meetings with David A. Lipton, vice-president in charge of advertising-publicity.

•

IRVING WERNICK, branch manager of Favorite Pictures Exchange, New York, and his wife announce the birth of a daughter, JUDITH HERMINE, at Israel Zion Hospital in Brooklyn.

•

ROSILYN BRAY, secretary to RAY GALLO, advertising manager of *Better Theatres,* will be married Sept. 15 to ALLAN JACOBS at the Twin Cantors, Brooklyn.

•

NAT BROWER, 20th Century-Fox home office sales executive, celebrated his 25th wedding anniversary yesterday.

•

HOWARD PEARL of United Artists will leave here for Louisville today.

MPIC Reaffirms Policy on Hearings

HOLLYWOOD, Sept. 11.—The Motion Picture Industry Council membership tonight reaffirmed its March 21 policy declaration approving the House Un-American Activities committee's investigation of charges of communism in Hollywood, and reiterated its recommendation that all witnesses called for the hearings, which begin Monday, cooperate fully with the committee.

House committee members, who have been conducting preliminary closed-door huddles with various individuals at Roosevelt Hotel this week, "for purposes of working up an agenda," have not yet decided whether to accept the offers of several local TV stations to televise next week's sessions.

Lippert Productions Anniversary Drive

HOLLYWOOD, Sept. 11.—Lippert Productions general sales manager Arthur Greenblatt today announced his company's third anniversary collection drive which will run from Sept. 15 through Dec. 14, with $5,000 in prizes set up for exchange personnel, and a special bonus for the district manager whose offices show the best results. Greenblatt, following weekend conferences with president Robert L. Lippert, left today on a tour of the company's branches.

Talk by Pickman

BOSTON, Sept. 11.—Jerry Pickman, director of publicity and advertising for Paramount Pictures, will be guest speaker at an Advertising Club of Boston luncheon to be held at the Hotel Statler here on Tuesday, Sept. 25.

Equipment, Film Exports Are Up 26%

WASHINGTON, Sept. 11.—Total value of U. S. exports of motion picture film and equipment during the first half of 1951 increased 26 per cent over the value for the first six months of 1950, the Commerce Department reported here today.

Film chief Nathan D. Golden said the nominal figure for the first six months of this year was $13,889,832, compared with $10,991,425 in the same 1950 period. Substantial gains in shipments of exposed feature films and equipment more than offset a sizeable drop in exports of 35mm. unexposed positive rawstock.

Exports of exposed feature films amounted to 153,972,897 linear feet, nominally valued at $4,980,456 in the first half of this year, compared with the January-June 1950 figures of 127,229,859 linear feet nominally valued at $3,857,076. Shipments of 35mm. positive feature films were the big factor in the increase in this category. Shipments of 35mm. negative and 16mm. positive and negative exposed features also rose, but not as sharply.

Rawstock exports in the current period were put at 146,184,313 feet, nominally valued at $3,453,737, compared with 158,077,131 feet, valued at $2,884,345 in the 1950 first half. Exports of 35mm. negative, 16mm. negative and 8mm. negative and positive rawstock all went up, both in terms of linear feet and dollar value. However, shipments of 35mm. positive raw stock fell considerably and shipments of 16mm. positive raw stock fell slightly.

Total exports of equipment were put at $5,455,639 in the first half of 1951, against $4,250,004 in the first half of last year. Biggest increases were in these categories: 16mm. cameras, 35mm. projectors, 16mm. sound projectors, sound reproducing equipment, arc lamps and screens. Slight drops were posted by 8mm. projectors and sound recording equipment.

AFL Clearing House For TV Contracts

HOLLYWOOD, Sept. 11.—AFL film council vice-chairman Neal Fairbanks today told members at a regular weekly meeting that the Council has established a clearing house for making available for inspection by all guilds and unions all contracts or letters of agreement between any television producer and any guild or union.

The purpose is to stabilize the mushrooming television industry so far as contractual relations with unions and guilds is concerned. The clearing house also will afford the Council's member organizations information on the financial reliability of individual television producers.

The Council also heard Charles Cross, Teamsters Union president.

Industry Is Cited For Defense Effort

Washington, Sept. 11.—The film industry is giving a "high degree of cooperation" in the campaign to salvage copper drippings for the defense effort, according to National Production Authority film chief Nathan D. Golden.

Golden reported that Variety chief barker Marc J. Wolf had charged the chairman of the welfare committee of each Variety tent with the responsibility of supervising the operations of the program in his film distribution territory.

UPT and ABC Push For FCC Hearings

WASHINGTON, Sept. 11. — United Paramount Theatres and American Broadcasting Co. have renewed their request to the Federal Communications Commission for the earliest possible hearing on their proposed merger.

The Commission recently said it would hold hearings on this question, along with many other questions about the role Paramount Pictures and Paramount Theatres are to be allowed to have in the radio-tv field. However, the Commission has not yet set a date for the hearings.

Spokesmen for the two companies, it was learned, have had informal conferences with the Commission since the hearing order was issued and have stressed the unfairness of prolonged delay.

NPA Again Warns Allotments Needed

WASHINGTON, Sept. 11.—National Production Authority film chief Nathan D. Golden today warned equipment manufacturers they will find it virtually impossible to get the steel, aluminum and copper they need from now on without government allotments.

Pointing out that many manufacturers have failed to file applications for allotment of controlled materials in the fourth quarter, Golden pointed out that applications for controlled materials in the first three months of 1952 must be filed before Oct. 1, and urged manufacturers to get their applications in by the deadline.

Golden confirmed an earlier MOTION PICTURE DAILY story that when allotments were made for the fourth quarter of 1951, advance allotments of partial quantities were made for the first three quarters of 1952, and that "manufacturers who have failed to file fourth quarter applications find themselves without advance allotments for 1952 and as a result may have difficulty in placing mill orders for controlled materials in view of the fact that the large majority may have already done so."

Newsreel Parade

THE signing of the Japanese peace treaty and American bombers over Korea are current newsreel highlights. Other items include the Miss and Mrs. America contests, and sports. Complete contents follow:

MOVIETONE NEWS, No. 74—Sign Japanese peace treaty. U. S.-Japan sign security pact. MacArthur sees "G.I.'s" home soon. Red supply bases bombed in Korea. Science-fiction honors film. 1952 queens of beauty.

NEWS OF THE DAY, No. 204—Forty-nine nations sign Japanese peace treaty. Britain's worst oil fire. Bombers busy in Korea. Miss and Mrs. America of 1952. Irish answer pigskin call. Daredevil aerialist.

PARAMOUNT NEWS, No. 7—Miss and Mrs. America of 1952. Oil fire in England. Korea: air war goes on at new fury. Peace treaty climax. Texas rodeo.

TELENEWS DIGEST, No. 37A—Japanese peace treaty signed at San Francisco. Truman views Midwest flood damage. "Poison bread mystery" in France. The Kaiser's grandson marries in Germany. Miss Utah crowned Miss America.

UNIVERSAL NEWS, No. 490—Korea. Secretary Snyder opens bond drive. The long road home: German Communists return from Berlin youth rally. Oil fire in England. Signing of the Japanese peace treaty.

WARNER PATHE NEWS, No. 9—Free nations sign Japanese peace treaty. The war in Korea. Ireland: Jet bomber races sun, sets record. Bristol, England: 12,000,000 gallons burn in biggest British oil fire. Miss America. Mrs. America. Browns whip Bears.

'David' Premiere Tonight in Wash.

WASHINGTON, Sept. 11.—National and international political leaders, including a majority of the United States Senate and House of Representatives and ambassadors from 37 nations, will assemble here tonight at Loew's Palace Theatre to see the first Capitol showing of Darryl F. Zanuck's "David and Bathsheba."

General Harry Vaughn

With General Harry Vaughn slated to represent President Truman, the list of top officials who have signified they will attend includes Oscar Chapman, John R. Steelman, Eric Johnston, Michael Di Salle, Admiral William Fechteler, William C. Foster, Cyrus Ching, Oscar R. Ewing, Nathan Golden, W. Stuart Symington, and Justice Reed.

Seek Shawcross for UK Pact Signing

LONDON, Sept. 11.—With indications now that Chancellor of the Exchequer Hugh Gaitskell will be too preoccupied during his Washington visit with meetings of the World Bank and International Monetary Fund to participate in the signing of the recently concluded Anglo-American film remittance agreement, approaches have been made to determine whether Sir Hartley Shawcross, president of the Board of Trade, can go to Washington for the signing in the event Gaitskell does not formally ratify the agreement.

A reply is expected when Shawcross returns from vacation.

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IT'S ALWAYS "M-G-MOVIETIME, U. S. A."!

It's wonderful the way the entire industry is moving forward together to make this Fall memorable in film history.

Leo, your Friendly Lion, after a Summer of Hits (*"Great Caruso," "Show Boat," "Rich, Young and Pretty" and more*) is in the forefront of the industrywide celebration. Among M-G-Movietime hits are:

It's Simply Wonderful!
"ANGELS IN THE OUTFIELD"
(*Paul Douglas, Janet Leigh*)

•

Rollicking Technicolor Musical!
"TEXAS CARNIVAL"
(*Esther Williams, Red Skelton, Howard Keel*)

•

Spectacular Technicolor Adventure!
"ACROSS THE WIDE MISSOURI"
(*Clark Gable and Cast of Thousands*)

Unique Outdoor Giant Drama!
"WESTWARD THE WOMEN"
(*Robert Taylor, Denise Darcel and Big Cast*)

•

The Technicolor Musical That Tops Them All!
"AN AMERICAN IN PARIS"
(*Gene Kelly, Leslie Caron, Oscar Levant*)

★

And many more Big Ones! And of course this is the Year of "QUO VADIS"!

Underwrite

(*Continued from page* 1)

inasmuch as Hollywood would be involved to the greatest extent in the exposition.

Schwartz's breakdown of cost estimates took into consideration a Grand Central Palace rental of $150,000 for the two weeks planned for the New York show, and $250,000 for construction, materials and transportation. He could not estimate the cost of taking the exposition on tour, but he reminded that that phase of the exposition would require little expenditure on construction and materials since the original sets and booths would be utilized.

The MPAA board will meet here again next week for further discussion of the New York exhibitor group's proposal.

In addition to Schwartz, the exhibitor committee consisted of Leonard Goldenson, Joseph Vogel and Harry Brandt. They were accompanied by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, under the auspices of which the "Movietime U.S.A." movement is being conducted.

The MPAA board was represented yesterday by Joyce O'Hara, Ned E. Depinet, Barney Balaban, Austin Keough, J. Robert Rubin, Spyros P. Skouras, Jack Cohn, Sam Schneider, Theodore Black and Sidney Schreiber.

In his explanation of the plans which have been made for the exposition here, Schwartz said that although the Grand Central Palace would be rented for two weeks, the exposition itself would run for nine days. The additional five days would be required for construction work prior to the opening and dismantling work at the conclusion.

The plans call for the putting on display of equipment used in the production of pictures, sets, etc.

Brazilian Restrictions Threat and Japanese Market Weighed by MPEA

Problems confronting American distributors in Japan and Brazil were discussed at a meeting here yesterday of the Motion Picture Export Association.

In Japan the companies are in process of converting their operations from a joint effort under MPEA auspices to independent distribution. The discussions of Brazil revolved around the threat of drastic new restrictions in that country against U.S. motion pictures. A protest to the State Department on the Brazilian situation is planned, and, according to a member of the foreign department of one compnay, the industry may send a representative to Brazil to investigate the development.

Review

"Behave Yourself!"

(*Wald-Krasna—RKO*)

FOR DEVELOPING laughs "Behave Yourself!" hits one of the season's high batting averages. With a clever, satirical touch, the story uses a melodramatic basis to poke fun at a variety of things. It is a picture of wide audience appeal and the fans should be delighted.

Farley Granger, on loan from Samuel Goldwyn, shares the lead with Shelley Winters, the pair playing a young married couple celebrating their wedding anniversary. The screenplay, developed by George Beck, centers around Archie, an attractive dog trained by gangsters to lead whoever holds its leash to an underworld rendezvous. The dog attaches itself to Granger and when it follows him home, Miss Winters thinks it is her anniversary gift.

What ensues is a series of frantic underworld attempts to retrieve the dog. And since the dog has caused Granger a mess of trouble he secretly conspires to get rid of it against the wishes of his wife. The picture has a wonderful assortment of characters, from the mother-in-law, played by Margalo Gillmore, to the muddled detective, portrayed by William Demarest, and eccentric underworld figures enacted by Sheldon Leonard, Hans Conried, Francis L. Sullivan and Marvin Kaplan.

Murder piles up on murder as the untidy rush to get the dog back goes on. It is to the considerable credit of Beck, who also directed, that the story sticks together with marvelous comic cohesion. By the time the story runs its full course Granger is much buffetted by the police and the underworld, but survives it all to unwittingly become a racketeer-smashing hero. Throughout the story there are scattered deft humorous touches that enrich it immensely.

Jerry Wald and Norman Krasna produced. The original story was by Beck and Frank Tarloff.

Running time, 81 minutes. General audience classification. Release date, Sept. 19.

MANDEL HERBSTMAN

Five Cities Active

(*Continued from page* 1)

tributors' committee, Harry Lamont, and Jack Goldberg are district co-chairmen. They are assisted by a committee of branch managers composed of Edward Maloney, Max Westebbe, Nate Dickman, Charles L. Dortic and Gene Vogel.

Date for the Cleveland area-wide industry rally was set for Tuesday, Sept. 18, in the auditorium of Radio Station WHK. O'Donnell will arrive by plane from Kansas City to address the assemblage of all exchange personnel and exhibitors of Northern Ohio. I. J. Schmertz is in charge of arrangements for exchange employes; and Nat Wolf will be in charge of visiting stars. Zone chairmen will hold local meetings in their respective areas following the industry rally.

Exhibitors of Indianapolis and vicinity will get down to details on their participation in the "Movietime U.S.A." drive at a luncheon-meeting in the Indianapolis Athletic Club on Monday. Foster Gauker and Maurice Brazee are chairmen for the zone. It will be the first of a series of regional meetings for exhibitors.

Sullivan Tells D. C. Ad Club of Rally

WASHINGTON, Sept. 11.—"Movietime, U.S.A.," will mean a return to the old-time showmanship for an industry that has "started on the upbeat and is going to stay there," Gael Sullivan, executive director of Theatre Owners of America, said today.

Addressing the Advertising Club of Washington, Sullivan denounced *Life* magazine's Aug. 13 article on the industry and declared that the industry had "closed its ranks" following its publication. It is now united and ready to resist any further attack and to show that it was not "on the way to the cemetery."

The industry would show *Life*, Sullivan continued, that "lies and distortion may have a today, but they don't have a tomorrow."

'Movietime' Trade Ad Series Begins

First trade press advertisements of "Movietime U. S. A." will appear this week in all trade publications. Prepared by Si Seadler of M-G-M, the advertising consists of a two-page spread captioned, "The Curtain Rises!" It is devoted chiefly to the first two features on the national "Movietime" program, the press book, just off the press, and the Lux radio show, Sept. 24.

Subsequent ads will give details of the big national newspaper ad campaign to be launched Oct. 1 and the personality tours, which will start Oct. 8.

Fabian Names

(*Continued from page* 1)

eral chairman of the convention. They include:

Theatre television: Mitchell Wolfson, Wometco of Florida; distributor-exhibitor relations: Walter Reade, Jr. Walter Reade Theatres; public relations: Earl J. Hudson, United Detroit Theatres; national legislation: A. Julian Brylawski, Washington; state and local legislation: Morris Loewenstein, Majestic Theatres, Oklahoma City; 16mm: Sam B. Kirby, Little Rock, Ark.; concessions: Harold Fitzgerald, Fox, Wisconsin Theatres; building and safety codes: Henry Anderson, United Paramount; legal advisory council: Herman M. Levy, TOA general counsel; theatre equipment and maintenance: Joseph J. Zaro, Nashville; "Movietime U.S.A.," Samuel Pinanski, American Theatres, Boston; drive-ins: Jack Braunagel, Commonwealth Circuit, Kansas City.

Para. Shipments

(*Continued from page* 1)

paign were up 16 per cent over a corresponding period last year, and all 38 domestic and Canadian branches exceeded the high quotas set for them.

NEWS in Brief . . .

WASHINGTON, Sept. 11.—The Senate Finance Committee finished its voting on the tax bill late today, but made no last minute changes on earlier decisions affecting the admissions tax, photographic excises and other items of interest to the film industry.

The Committee did vote some new tax relief provisions under the excess profits tax law for TV broadcasters and for small new companies.

•

With branches in New York, Chicago, Philadelphia, Boston, Cleveland, Los Angeles, Atlanta and Kansas City already in operation, Charles Amory, sales vice president for Souvaine Selective Pictures has announced that the company will add Dallas, St. Louis and San Francisco to its list of distribution centers during September.

•

Beverly Ott, formerly on the staff of the Dell Publications' West Coast office, has joined 20th Century-Fox in New York as fan magazine contact.

•

PORTLAND, Ore., Sept. 11.—Authorization to construct a $35,000 theatre in Quincy, Wash., without interruption, has been received by the Ebert and Butler Co. from the NPA. It will be the city's first theatre and it is expected to open on Oct. 1.

•

SAN FRANCISCO, Sept. 11.—The board of directors of the California Theatres Association has directed president L. S. Hamm, in response to a vote of the membership, to write to the Council of Motion Picture Organizations applying for a unit membership in the latter organization.

•

SAN FRANCISCO, Sept. 11.—Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, wants a change in Paramount's policy of handling contracts and playdates. "The apparent recent change in Paramount's policy of handling contracts and playdates," he has told PCCITO members, "is beyond understanding."

UA in the Black

(*Continued from page* 1)

will give U. A. a profit for 1951, a prerequisite to outright ownership of 50 per cent of U. A. stock passing to the Arthur Krim-Robert Benjamin-Matthew Fox group. Bolstering the prospect are indicated heavy billings through the fall on "The River" and "The Well," in addition to other upcoming product. The former picture opened at the Paris Theatre here yesterday to excellent reviews and matinee business described as "more than double that for 'Red Shoes' in its initial engagement here."

U. A. officials are hoping "The River" proves to be another "Red Shoes" in both early grosses and staying power.

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1,390 U.K. Theatres Given Quota Relief

London, Sept. 11.—The Board of Trade announced today that 1,390 theatres were granted reduced film quotas out of 2,118 which made application for relief. Complete exemption from the quota was granted to 185 theatres.

The quota reductions vary from 10 to 25 per cent, compared with the statutory quota of 30 per cent. Last year there were 2,272 applications for quota relief, of which 1,379 were granted some relief and 203 full exemption.

RKO Fight Films

(*Continued from page 1*)

countries, and prints will be made in those countries, Bonafield said. A picture-story of the speedy processing will be made and a time-record kept.

The first prints should be ready for showing in New York theatres shortly after noon tomorrow, the producer estimated. By evening all key cities East of the Mississippi, and several which are on direct flight route West of the river should have prints in their theatres. By Friday morning, all cities in this country will have prints, and London should have its negatives, said Bonafield.

First Theatre Television Of Professional Football

The first closed theatre television network showing of a professional football game in the country and the first exclusive football game on theatre television in the Middle Atlantic states will take place on Thursday evening, Sept. 20, when the New York Giants meet the Los Angeles Rams in the Polo Grounds, New York, in the 13th annual Fresh Air Fund game. Theatre Network Television, Inc., is handling the arrangements.

Add State Lake

(*Continued from page 1*)

ship fight in Chicago. With the exception of the Joe Louis fight in Baltimore, which was telecast to New York theatres, tonight's fight represents the largest number of houses hooked up for a theatre TV exclusive event. RKO Pathe will film it.

Snaper to Report on Theatre TV Planning

Wilbur Snaper, president of Allied of New Jersey, will give the organization an outline of exhibitor-distributor theatre television network planning at a regular membership meeting here next Tuesday, it was learned today.

The Only Representative

Snaper was the only representative of national Allied present at the meeting last Monday at the Motion Picture Association of America office here of some 30 representatives of exhibition and distribution. The meeting was reported to have made progress toward a unified industry approach in connection with the bid for theatre television frequency allocations which will be made to the Federal Communications Commission.

Asks FCC

(*Continued from page 1*)

main in business will ultimately have to install large-screen television; that motion pictures made for theatre exhibition are not suitable for home television; and that theatre owners should be encouraged to become television broadcasters.

The six channel decision was made by the all-industry television committee, which will submit the bid at the FCC hearings scheduled for Nov. 26. Questioned as to how the FCC may react to the proposal, Wolfson said "no comment."

TOA Television Committee

The TOA television committee head, who is also chairman of the TOA board, reported that interest in theatre TV is booming and that theatre owners report "bottlenecks" in both the delivery of sets and available relay facilities. He struck one optimistic note on equipment, however, in reporting that RCA has set up a theatre TV production schedule of 30 sets per month.

Questioned about the competitive aspect of home "box-office" television, Wolfson said theatre TV will be economically sounder for any entrepreneur wishing to gain a large box-office audience. He added, however, that his TOA committee has not adopted a stand on home "box-office" TV.

An educational campaign to win the public and government over to theatre television was envisioned by Wolfson. He said the industry should and would publicize its stand that theatre TV, instead of taking away TV programs from the public, will actually expand the amount of available entertainment.

18 of 'U's' 36

(*Continued from page 1*)

Flynn, in Technicolor; "Steel Town," Technicolor, Ann Sheridan, John Lund and Howard Duff; "All American," Technicolor, Tony Curtis; "Great Companions," Dan Dailey, Technicolor; "Red Ball Express," Jeff Chandler and Alex Nicol; "Sally and Saint Ann," Ann Blyth; "Hair Trigger Kid," Technicolor, Audie Murphy; "Oh, Money, Money," starring Piper Laurie and Charles Coburn; "Hear No Evil," Tony Curtis.

Also: "Yankee Buccaneer," "Mississippi Gambler," "The Wild Bunch," and "Pantang," all in Technicolor, and "The City and Jason Edwards," "Bombay Mail," "A Husband for Mama," and "Whiphand" are on the schedule, although casts have not been announced.

Pictures Already Completed

Pictures already completed, in production or being edited which will be released by U-I during the 12 months include: "Bend of the River," Technicolor, James Stewart, Arthur Kennedy and Julia Adams; "Week End with Father," Van Heflin, Patricia Neal and Gigi Perreau; "Meet Danny Wilson," Frank Sinatra, Shelley Winters, and Alex Nicol; "The Lady Pays Off," Linda Darnell, Stephen McNally and Gigi Perreau; "The Strange Door," Charles Laughton, Boris Karloff and Sally Forrest; "Francis Covers the Big Town," Donald O'Connor and the "talking mule"; "The Raging Tide," Shelley Winters, Richard Conte, Stephen McNally and Charles Bickford, and "Finders Keepers," with Tom Ewell, Julia Adams and Evelyn Varden.

Mono.-AA to Hold 4 Regional Meets

Four Monogram-Allied Artists regional sales meetings will be held during the next 30 days, Morey Goldstein, vice-president and general sales manager, announced here yesterday following conferences with Steve Broidy, president.

The first meeting, for Eastern exchanges, will be held at the Warwick Hotel here Sept. 22. The conference will be held Sept. 29 for Midwest exchanges either in Chicago or Kansas City. Dates and places for Southern and Western sessions will be set by Goldstein within the next few days.

Broidy Reports

(*Continued from page 1*)

panded on Monogram-Allied Artists' emphasis on color. For the next 12-months, the company will release one film in color per month, as part of its regular 45 feature schedule next season, Broidy disclosed. Kicking off the color release program will be "The Highwayman," for September, which like the others has been made in Cinecolor.

Commenting further on Monogram-Allied Artists' schedule, Broidy said that "this is the first time to my knowledge that a small company has taken a preconceived plan, such as the aim of releasing one color film per month, and executed it the way we have."

The healthy financial condition of the company in comparison to past years, Broidy said, is also reflected in receipts for the first two months of this fiscal year, July and August.

In addition to "The Highwayman," Monogram-Allied Artists will release the following films in Cinecolor:

"Flight to Mars," October; "Fort Osage," November; "Rodeo," December; "Aladdin and His Lamp," January; "Hiawatha," February; "Buccaneers of the Barons," March; "Wagons West," April; "Queen of the Universe," May; "Flat Top," June; "Wild Stallion," July; "Little Shepherd of Kingdom Come," August; and "Black Night," September.

"The Rose Bowl Story," although it will be completed by December, 1952, will not be released until that month so that its release date will dove-tail with the Rose Bowl event.

Name Heermance Aide To Walter Mirisch

HOLLYWOOD, Sept. 11.—The appointment of Richard Heermance as assistant to Walter Mirisch, Monogram and Allied Artists executive producer, has been announced here.

Gerald Shea Named

(*Continued from page 1*)

rice A. Shea, Jr., Mrs. Gerald Shea, and William B. Shea, and son-in-law, Gerald Shea.

When M. A. Shea died in 1940 he created a trust for Shea Enterprises which was to run for 10 years, terminating on Oct. 19, 1950. Trustees were Edward C. Raftery, Grainger, and Dennis O'Brien. When O'Brien died Thomas E. Shea was named successor trustee.

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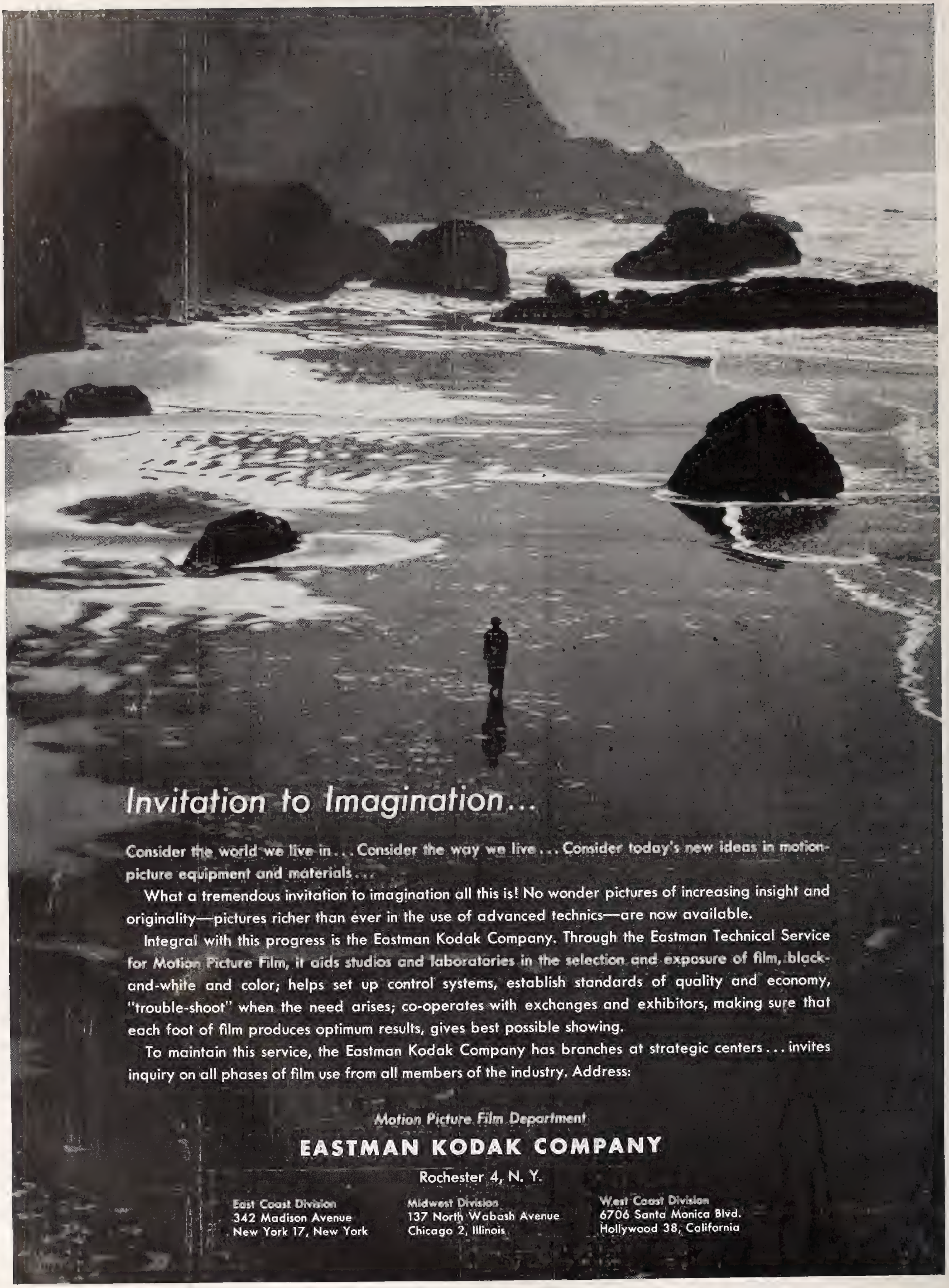

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6706 Santa Monica Blvd.
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FIRST IN FILM NEWS

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VOL. 70. NO. 52 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 13, 1951 TEN CENTS

Record Fight Shares Draw With Theatres

RKO Film of Robinson-Turpin Bout Out Today

Leading circuit and independent exhibitors were agreed last night that with the tremendous public interest displayed in the Sugar Ray Robinson-Randy Turpin middleweight championship prize fight at the Polo Grounds here, which Robinson won by a technical knock-out in the 10th round, theatre business would have been at a virtual standstill throughout the country if the bout had gone to home television and radio broadcast.

As it was, 14 theatres in 11 cities which were able to take the exclusive telecast of the fight through Theatre Television Network, played to capacity, many of them selling out well in advance of the fight at prices ranging from $1.95 to $2.60 per seat. They were left to worry only about the number of standees to whom they could sell admissions without violating public safety ordinances.

More important, early indications were that thousands of theatres which did not have the telecast were enjoying normal or nearly normal attendance last night, whereas previous ex-

(*Continued on page* 6)

New Jersey Senator Blasts Theatre TV

WASHINGTON, Sept. 12. — Senator Hendrickson (R., N. J.) today urged the federal government to put an end to exclusive theatre telecasts of top sports and other entertainment events.

The New Jersey lawmaker introduced a resolution to put the Senate on record in favor of action by "appropriate federal agencies" to prevent

(*Continued on page* 10)

Tax Relief in View For Hardship Cases

WASHINGTON, Sept. 12.—The Senate Finance Committee has adopted a tax relief provision which might aid some film industry and other firms that started business right after the war and suffered initial losses.

The 1950 tax bill provided that all businesses could carry forward losses

(*Continued on page* 6)

Phila. 'Movietime' Rally Draws 1,500 From Three States

PHILADELPHIA, Sept. 12.—In excess of 1,500 industry workers and executives, representing every major theatre, circuit, distribution organization and industry group in the Philadelphia-Southern New Jersey-Delaware area packed the Boyd Theatre here this morning to pledge wholehearted cooperation to the "Movietime U.S.A." campaign which will tee off Oct. 1.

With Albert M. Cohen, representing the Council of Philadelphia Exhibitors, acting as moderator, the audience was addressed by Robert J. O'Donnell, national director of "Movietime," and Arthur L. Mayer, executive vice-president of COMPO. Both O'Donnell and Mayer outlined the aims and purposes of the "Movietime" campaign, and the necessity for all-out coordination of effort on the part of every section of the industry to insure its success. Particular tribute was paid by Mayer to the promo-

(*Continued on page* 7)

Forecast Exposure Of 80 Coast 'Reds'

WASHINGTON, Sept. 12.—House Un-American Activities Committee hearings opening in Los Angeles next week may turn up even more names of past and present Hollywood Communists than were turned up in the Washington hearings, committee officials said.

A committee spokesman declared that two admitted former Communists would name as past or present party members at least 80 Hollywood-

(*Continued on page* 7)

EXTENSION TO UPT TO SELL 21 HOUSES

More Time Given for Disposal Under Decree; May Get Chicago U. A.

By J. A. OTTEN

WASHINGTON, Sept. 12. — The Justice Department has agreed to give United Paramount Theatres additional time to dispose of 21 theatres which, under the consent decree, were to have been sold this month or next.

Justice officials said United Paramount had been concentrating on getting out of partnership situations and was ahead of schedule there. They said they felt that under the circumstances, the circuit deserved more time to get rid of the 21 theatres.

In a separate order, Justice also agreed to permit UPT under certain tight conditions to acquire the United Artists Theatre in Chicago. Under the original decree, UPT was to have sold its interest in this key first-run house.

Fifteen of the theatres which UPT will now have extra time to sell were originally to have been sold by Sept. 3.

(*Continued on page* 7)

Loew's and D. of J. Resume Negotiations

Washington, Sept. 12. — Loew's consent decree talks have been resumed after practically an all-summer recess, a Justice Department spokesman confirmed.

Company officials and Justice attorneys had an all-day session yesterday and made "considerable progress." Further sessions are expected shortly, probably early next week.

Para. to Meet Here Today

A full complement of Paramount's field sales chiefs and home office executives will be on hand here this morning for the opening session of a three-day sales meeting presided over by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Present from the field will be division managers Hugh Owen, (Eastern and Southern); Howard G. Minsky, (Mid-Eastern); J. J. Donohue, (Central); M. R. Clark, (South Central), and George A. Smith, (Western), along with Gordon Lightstone, Canadian general manager.

The home office will be represented by Barney Balaban, who delayed his

(*Continued on page* 10)

Reade Circuit Balks at Bid To Levy Video Fight Tax

Because of the "complexity" of the New Jersey State Boxing Commission's bid to tax last night's exclusive theatre TV telecast of the Robinson-Turpin bout at Walter Reade's St. James Theatre, Asbury Park, the circuit is withholding any payment until its attorneys study the question, Walter Reade, Jr., president, disclosed here yesterday.

The "test case" shaped up after the state's National Boxing Commissioner, Abe Greene, who is also head of New Jersey's fight board, informed the circuit that a five per cent tax will be imposed on the fight. His contention

(*Continued on page* 6)

Kalmine Presides At Circuit Meet

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, presided at a meeting of the company's zone managers held at the home office here yesterday.

Zone managers attending the meeting included Alfred D. Kvool, Chicago; Nat Wolfe, Cleveland; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A.

(*Continued on page* 10)

Secret Deal Charge Denied by Beznor

MILWAUKEE, Sept. 12.—H. B. Wynn, Jr., president of the Colosseum of Motion Picture Salesmen of America, today denied the charge made on Monday by Harold Zeltner, who was president of the now dissolved Chicago loge of the union, that the new salesmen's wage agreement with eight distributors was made at a "secret meeting."

David Beznor, Colosseum general

(*Continued on page* 10)

Levin Associates to Meet in Chicago

CHICAGO, Sept. 12.—Representatives from every part of the country will convene here Friday, Saturday, and Sunday at the Hotel Stevens, according to Jack Levin, president of the Jack H. Levin Associates, to discuss film industry national research, film

(*Continued on page* 7)

Rivoli Picketed on Sweet Tooth Issue

Broadway's Rivoli Theatre, where "David and Bathsheba" is showing, was picketed yesterday, but neither the theatre management nor the picture was the object of protest.

The picketing was directed against candy sales in the theatre, and resulted from a strike by Local No. 148, CIO, against the ABC Vending Corp.

Finkelstein and Karp Set Copyright Talks

Herman Finkelstein, ASCAP attorney, will discuss "Public Performance Rights in Music and Performance Right Societies" on Nov. 19, and Joseph D. Karp, of the Warner Brothers legal department, will review "Copyright Litigation" on Dec. 10, in conjunction with a series of lectures to be held by the Copyright Institute at the U. S. Court House here, it was announced by Theodore R. Kupferman, chairman of the copyright committee of the Federal Bar Association of New York, New Jersey and Connecticut.

Five other specialists in copyright law will lecture on as many different days, beginning Oct. 15.

AFL's Local No. 230 Is Certified at CBS

AFL's Sign, Pictorial and Display Artists Local No. 230 here, which has announced its intention of challenging the jurisdiction of the Screen Publicists Guild (DPOWA, District No. 65) on an industry scale, reported yesterday that the National Labor Relations Board in Washington has certified "230" as the collective bargaining agent for Columbia Broadcasting's graphics and advertising department workers in New York.

The local's organizing drive is being led by John Scotti, business manager, and Joe Abels and David Goldstein, business representatives.

Oct. Eidophor Test Hinges on Visit

Whether 20th Century-Fox's Swiss Eidophor system will be ready for a demonstration at the company's stockholders' meeting here on Oct. 4 depends on what top company executives see on their projected trip to Zurich, Switzerland, next week, Earl Sponable, 20th-Fox research director, said yesterday.

Sponable, accompanied by two assistants, will leave here Saturday for Zurich, while Spyros P. Skouras, 20th-Fox president, is expected to leave Wednesday.

J. C. (Claud) Keller

New Orleans, Sept. 12. — J. C. (Claud) Keller, who operated three theatres in Eunice and was one of the oldest exhibitors in Southwest Louisiana, died last Sunday. He was ailing for some time.

Personal Mention

WILLIAM WYLER, producer-director, will return to New York tomorrow from Europe.

•

D. Pollock, A. C. Lenoel, and W. DeMello, managers, respectively, of the Westrex Corporation's subsidiaries for the Near East, France, and the Caribbean, have arrived here from Johannesburg, Algiers, and Bogota, Colombia.

•

Harry M. Kalmine, president of Warner Brothers Theatres, became a grandfather for the first time when a son was born to his daughter early this week.

•

Bernard Goodman, Warner Brothers exchange operations manager, left here yesterday for a four-day Southern trip.

•

Joyce O'Hara, acting head of the Motion Picture Association of America, left here last night by plane for the Coast.

•

Alfred Hitchcock, director, and his wife announce the engagement of their daughter, Patricia, to Joseph E. O'Connell of Massachusetts.

•

Richard A. Harper, in charge of M-G-M circuit sales, will spend today in Gloversville, N. Y.

•

Helen Morgan, of Brenon and Morgan Associates, film publicists, will leave here today for Hollywood.

•

Card Walker, Disney Productions publicist, will arrive in New York from Burbank, Cal. today.

•

Joseph A. Walsh, Paramount head of branch operations, has returned to New York from Pittsburgh.

•

Clarence Greene and Russell Rouse, writing - producing - directing combination, have arrived here from Hollywood.

CHARLES AMORY, vice-president and general sales manager of Souvaine Selective Pictures Inc., will return here from San Francisco tomorrow.

•

Dan S. Terrell, M-G-M exploitation head, has returned to New York from Pittsburgh, and Clarence Brown, producer, and Paul Douglas have returned from Pittsburgh to the studio.

•

Ben Astor, member of Columbia Pictures International Corp. and his wife announce the birth of a son, Richard Allen, at Flushing, L I., Hospital.

•

Leonard Goldenson, president of United Paramount Theatres, will be in Buffalo Saturday to address the convention of the state Cerebral Palsy association.

•

I. Freeman, of the M-G-M studio publicity department, has left Hollywood for a vacation and a visit to the home office.

•

Al Herman, Columbia Pictures salesman in Buffalo, who suffered a broken leg, is expected back at his desk on Monday.

•

Robert J. O'Donnell, "Movietime" national director, will be in Buffalo tomorrow and will leave for Dallas on the same day.

•

Katharine Hepburn, Constance Collier, Geraldine Brooks, and Irene Mack have arrived here from Europe.

•

Humphrey Bogart and his wife, Lauren Bacall, will arrive here today from France on the S. S. *Ile de France.*

•

Olin H. Clark, eastern story head for M-G-M, has returned here from a vacation at Marlboro, Vt.

Form Coordinating Unit for Foundation

A coordinating group from the industry here belonging to the fund committee of the Foundation of Motion Picture Pioneers has been formed under the co-chairmanship of Jack Cohn and Harry Brandt. The group will correlate the work of the various sub-committees the members of which are aiding in promoting the events which the fund committee is to sponsor in the next few months.

Named to the new group are: A. J. Balaban, Roxy Theatre; Ulrich Bell, 20th Century-Fox; Marvin Kirsch, *Radio Daily;* H. J. Takiff, Columbia Pictures, and Bernard Estes.

Clifton Young, 34, Actor

Hollywood, Sept. 12. — Clifton Young, 34, actor, who began his career in the "Our Gang" comedies, died here Monday in his hotel room from a fire apparently caused by an unextinguished cigarette. The widow and a son survive.

'Post' Ads Do Right By 'Hornblower'

Full-page ads by the *Saturday Evening Post* in New York newspapers yesterday accorded a direct and unusual assist for Warner's "Captain Horatio Hornblower." Dominating the ad was a picture of Gregory Peck costumed for the title role in the film, with the caption: "Gregory Peck plays the title role in Warner Brothers' 'Captain Horatio Hornblower,' which opens at Radio City Music Hall tomorrow."

Text of the ad cited Hollywood purchases of *Saturday Evening Post* story material and announced the start of a new "Hornblower" serial in this week's issue.

New Marshall Plan Film

Pictorial Films here has acquired 35 and 16mm. world rights to "Through Private Channels," a story of the Marshall Plan. The film shows how the Marshall Plan works and how it has enabled free people and free trade to stay free.

Coming Events

Sept. 13-15—Paramount divisional sales managers' meeting, New York.
Sept. 13-21—Westrex Corp. regional conference, New York.
Sept. 18-19 — West Virginia Allied Theatres' Association annual convention, Daniel Boone Hotel, Charleston, W. Va.
Sept. 22—Monogram-Allied Artists regional sales meeting, Warwick Hotel, New York.
Sept. 23-27 — Theatre Owners of America annual convention and trade show, Hotel Astor, New York.
Sept. 24 — "Movietime U. S. A." nationwide radio broadcast.
Sept. 24-25 — Allied Theatres of Michigan annual convention, Book Cadillac Hotel, Detroit.
Sept. 24-26 — Motion Picture Industry Council of Canada annual meeting, Mount Royal Hotel, Montreal.
Sept. 26—Cinema Stamp Collectors meeting, Hotel Astor, New York.

WB, U-I Set Sessions With 'IA' on Wages

The negotiations here last Monday and Tuesday between Warner Brothers officials and representatives of IATSE Motion Picture Home Office Employes Local No. H-63 failed to result in a new wage agreement. Another negotiation session will be held here next Tuesday. The union has demanded a 16 per cent pay boost for 400 "white collar" workers.

The union will open negotiations with Universal-International home office representatives on Monday. A similar pay boost demand has been handed U-I officials.

'Street Car' Keeps Resort House Open

Atlantic City, Sept. 12.—Warner Brothers' "A Streetcar Named Desire," which began its world premiere engagement to a seven-year record Labor Day weekend at the Warner Theatre here, has caused that boardwalk theatre to abandon its established policy of closing its doors the week following the Labor Day weekend. The theatre will hold the picture, which begins its third week on Friday, for an indefinite run and will then shutter for the season.

Disney Suits vs. Exhibitors Mulled

Attorneys for Walt Disney are contemplating legal action against a number of exhibitors who allegedly have used and are using advertising which confuses Disney's "Alice in Wonderland," with Lou Bunin's version of "Alice." A statement on steps to be taken was promised by the company within the next few days.

Souvaine Selective Pictures, which is distributing the Bunin film, is not involved.

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THE 'STREETCAR' EVERYONE'S WAITING FOR!

"A Streetcar Named Desire"

FOLLOWING
WARNER BROS.'
7-YEAR RECORD
IN ATLANTIC CITY,
IT OPENS IN
NEW YORK
AND
LOS ANGELES

SEPT. 19!

STARRING
VIVIEN
LEIGH
AND
MARLON
BRANDO
KIM HUNTER · KARL MALDEN

AN
ELIA KAZAN PRODUCTION
PRODUCED BY
CHARLES K. FELDMAN

SCREEN PLAY BY
TENNESSEE WILLIAMS
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE," BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

DIRECTED BY
ELIA KAZAN

DISTRIBUTED BY
WARNER BROS.

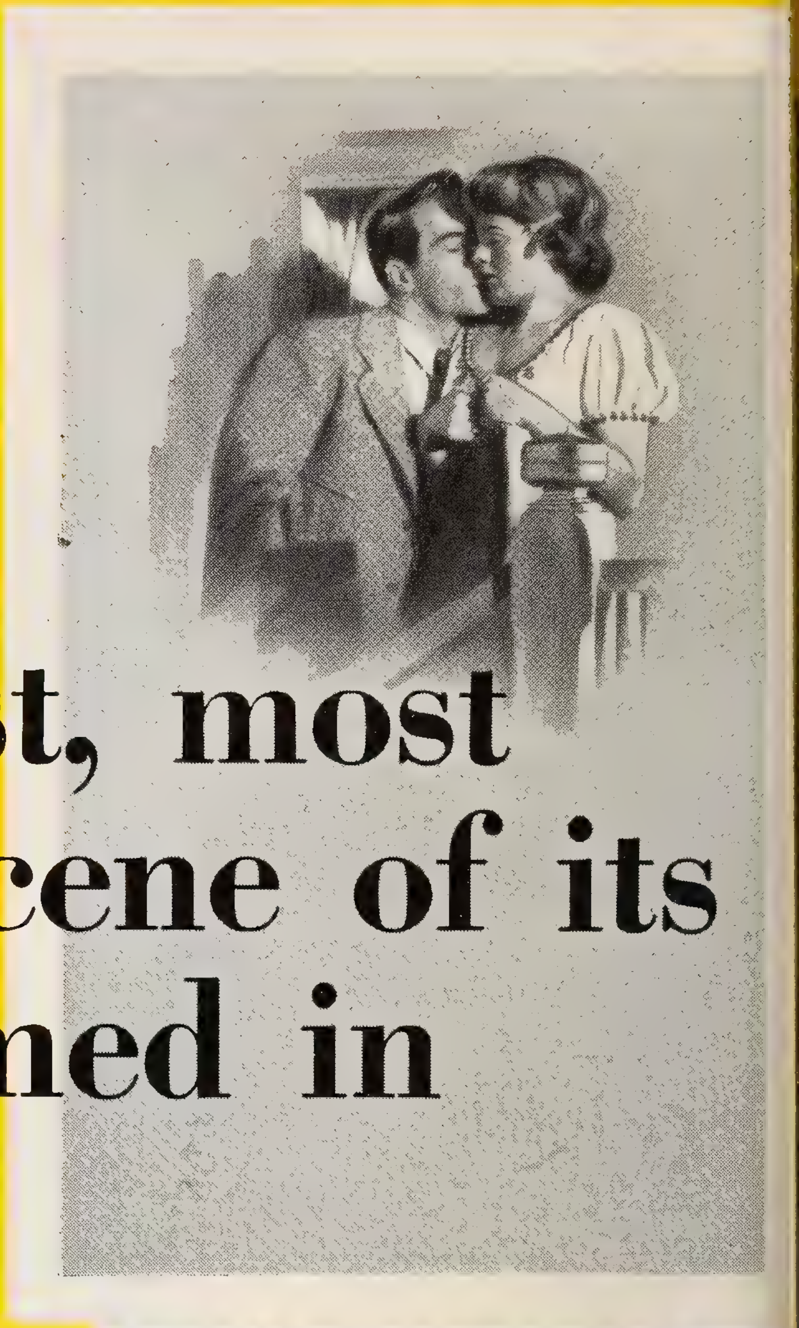
SILVER ANNIVERSARY
1926 Warners 1951
OF TALKING PICTURES

FROM THE PULITZER PRIZE AND CRITICS AWARD PLAY

THE BRIGHTEST . . . THE HO
THE LONG HISTORY OF

TIME MAGAZINE
says:

"The picture to beat for 1951's Academy Awards —an engrossing piece of popular entertainment . . . with **the frankest, most provocative scene of its kind ever filmed in Hollywood** and the best acting of their careers"—from



MONTGOMERY
CLIFT

ELIZA
TAY

with
KEEFE BRASSELLE · Produced and Directed by **GEORGE STEVENS** · Screenplay by Mich
Based on the novel,

EVERY DATE RIDES THE CREST OF HUGE MAGAZINE

EST BOXOFFICE PICTURE IN
ARAMOUNT IS

GEORGE STEVENS'

PRODUCTION OF

A PLACE IN THE SUN

now meeting with overwhelming mass response from the largest cities to the smallest towns . . . as it does record and holdover business everywhere!

SHELLEY

OR WINTERS

W lson and Harry Brown
A ERICAN TRAGEDY, by **THEODORE DREISER** and the PATRICK KEARNEY play adapted from the novel.

MPAIGN TO OVER A HUNDRED MILLION READERS!

Record Fight

(*Continued from page* 1)

perience had shown that with vastly less popular attractions than the Robinson-Turpin bout, home television and radio broadcasts could reduce their attendance by 25 to 50 per cent.

Still more important, there will be available to those theatres, starting today, the RKO Radio film of the fight to draw added business to their box offices.

As previously reported, without the substantial guarantee made possible in advance by exhibition contracts for the fight film, the International Boxing Club, promoter of the bout, would have sold the television and radio rights to sponsors for home consumption, the theatre TV rights would have been cancelled and the whole business picture for the theatres would have been reversed.

Potency of the Attraction

Potency of the attraction is illustrated by the sellout crowd of more than 50,000 which paid about $700,000 to see the fight at the Polo Grounds. Spectators came from all walks of life, from all corners of the country and from abroad. Ringside seats selling at $30 for chairs as far as 30 rows back were sold out several days in advance and were commanding scalpers' prices over $100 yesterday. With the film rights estimated to bring in an additional $300,000 minimum to I. B. C. and the theatre TV rights another estimated $40,000, the fight gate appears certain to exceed the $1,000,000 mark. It is the first time a middleweight championship bout ever approximated the figure and only eight bouts in ring history, all of them heavyweight contests, have attained it.

It was not difficult to understand why theatre operators, in television areas and large cities elsewhere, were agreed on what the bout would have done to theatre business last night had it been on TV and radio for homes.

Near perfect weather conditions favored the RKO Pathe cameramen at ringside in getting their pictures of the action. To it will be added scenes from the training camps of the two contestants and shots of the ringside to round out a 20-minute attraction. The running commentary was provided by Bill Corum. Burton Benjamin and Jerome Brondfield did the script.

Camera Crews

Camera crews were spotted at every advantageous angle to insure capturing the maximum action in the ring on film. Doug Travers was in charge of the production, with Larry Smith, Larry O'Reilly and William Deeke supervising the camera crews.

Working overnight, Dave Cooper, Sidney Katz and Bill Thompson edited the film and Nick Tronolone, vice-president of Pathe Laboratories, supervised the print production. Jay Bonafield, executive vice-president of RKO Pathe, supervised arrangements.

A record 1,200 prints will be on their way to theatres from here this morning, with Broadway houses scheduled to have the film on their screens by early afternoon and other metropolitan area houses, up to a total of about 160, adding them to their evening programs tonight.

Some 20 "dupe" negatives for abroad will go out by plane, with the first two scheduled to arrive in London by tomorrow morning. The RKO Radio foreign department will ship another 150 prints overseas by regular transport. Spanish and Portuguese language versions will be made, 55 of the former and 18 of the latter. DuArt Laboratories is processing the foreign prints to help expedite domestic prints from Pathe Lab.

The same RKO Radio film and theatre TV arrangement holds for the Sept. 26 bout between Willie Pep and Sandy Saddler.

Crowds Riot at SRO Sign In Chicago's State Lake

CHICAGO, Sept. 12. — A rioting crowd smashed down the glass front doors of the State Lake Theatre here tonight as the SRO sign was hung out for the Robinson-Turpin fight. Several hundred people forced their way into the theatre without tickets and the management had to refund the $2 admission price to a like number of ticket holders who were unable to get in.

No one was injured, although the riot squad was called out and several people in the crowd suffered heart attacks and had to be taken away in ambulances.

The South Side Tivoli and the North Side Uptown were both sold out well before starting time.

Could Have Sold 1,000 More Tickets, Fabian's Manager Says

ALBANY, Sept. 12.—Manager Paul Wallen of Fabian's Grand here stated that he could have sold at least 1,000 more tickets to the Robinson-Turpin TV fight, the requests were that heavy.

Philadelphia's Stanley Turned Away Thousands Each Day

PHILADELPHIA, Sept. 12.—Turning away thousands each day for the TV fight, the Stanley Theatre here had its SRO tickets gobbled up ten minutes after they were put on sale one hour before the fight.

Baltimore Theatre Runs Out Of Soft Drinks and Pop Corn

BALTIMORE, Sept. 12. — The main problem that confronted the Loew's Century here was the frequently exhausted supply of soft drink and pop corn.

Reviews

"Texas Carnival"

(*Metro-Goldwyn-Mayer*)

DECORATIVE Technicolor sets, songs and dances, and a gay outdoor tang are the popular ingredients of "Texas Carnival." The story is lightweight in content, but the cast is excellent. It includes Esther Williams, who provides pleasant visual effect in several bathing suit scenes; Red Skelton, in comic complications; Howard Keel, in fine baritone voice; Ann Miller, in dancing delights, and Keenan Wynn in a clever characterization. Fans who seek nothing more than easy film diversion will find rewards in this one.

The story centers around Miss Williams and Skelton, a carnival performer and her manager, who are mistaken for a wealthy Texan rancher and his sister. The mistaken identity results in some initial comforts for Skelton and Miss Williams, but eventually he gets steeped in financial difficulties and she in romantic complications with Keel, ranch foreman. Skelton also winds up with some amorous involvements with Miss Miller, the sheriff's daughter. To be sure, by the time the picture has run its course, obstacles are overcome and both couples are romantically paired off. Skelton, who naively got into his financial stress through a poker game, emerges from it by winning a wild, double-or-nothing chuck-wagon race.

Wynn's satire of an alcoholic Texan millionaire with a tendency to forget all that happens while under the influence, is memorable. There are a half-dozen songs in the film, all pleasant. Jack Cummings produced and Charles Walters directed, from the screenplay by Dorothy Kingsley. Others in minor roles in the film include Paula Raymond, Tom Tully and Hans Conried.

Running time, 77 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"Hotel Sahara"

(*J. Arthur Rank—United Artists*)

YVONNE DE CARLO sings, dances and engages in affairs of the heart in this frolicsome burlesque of the nature of desert warfare in World War II. The hotel of the title is a glamorous desert vacation spot operated by Peter Ustinov, a sly Egyptian, and Miss De Carlo, his fiancee. When the conflict threatens to engulf the resort, the guests evacuate it quickly, but the operators stay on in hopes of saving the place from devastation.

First to arrive on the scene are the Italian troops. They are followed by the British, who in turn are succeeded by the Germans. The French come next and, as the film ends, an American voice signals new arrivals.

Since the film was produced in England, by George H. Brown, it is not surprising that the emphasis is mainly on the British unit, led by David Tomlinson and Roland Culver. Director Ken Annakin has sought to mix humor with a half-serious effort to depict the reactions of Miss De Carlo to the representatives of the various nationalities.

Patrick Kirwan and Brown wrote the screenplay, as well as the original story. The change of occupation teams and Ustinov's and Miss DeCarlo's ruses aimed at keeping the hotel intact for the post-war tourist season tend ultimately to show signs of wear.

Miss De Carlo is an eyeful; Ustinov makes an opportunistic proprietor; Tomlinson and Culver poke gentle fun at British officers, and Albert Lieven makes a humorously stiff German officer.

Running time, 87 minutes. General audience classification. Release date, Oct. 15.

Lee Names His UA Drive for a Booker

The current United Artists sales drive under the slogan "Drive All The Way with U.A." has been given an extra fillip by the company's St. Louis branch, whose manager, F. J. Lee, says it's about time a film company drive was dedicated to somebody beneath the post of president or general manager.

So the UA drive in St. Louis is being dedicated to the branch's booker, a lady named Helen Pausch, who has been with the company for 18 years.

Fight Tax Bid

(*Continued from page* 1)

was that the televised bout is a "live" event, subject to the regular commission tax.

Walter Reade, Jr., said his company is "reserving decision" on the matter until attorneys study the "live" contention of the boxing commission. He expects Reade attorneys to render an opinion within four or five days. Boxing commissions in other states are reported eyeing theatre TV fight exclusives for possible tax levies.

In Philadelphia, theatre television yesterday became an issue in this city's political maneuverings as City Councilman James G. Clark sought legislation requiring theatres to pay an annual license fee of $1,500 for the privilege of showing exclusive theatre telecasts for paid admissions.

Clark Is a Candidate

Clark, who is a candidate for re-election in this fall's balloting, cited the Robinson-Turpin fight, shown at the Stanley and Royal Theatres there last night, and called it an outrage that people having television sets in their homes are deprived of an opportunity to see such telecasts. He declared that home set buyers were deluded into thinking they could receive the programs at home when they bought a TV set.

Clark stated that he has asked the city solicitor to determine the law in this matter, and if possible to prepare a bill requiring theatre license fees for introduction in the City Council today.

Tax Relief in View

(*Continued from page* 1)

from 1950 and later years for a five-year period, using them to offset for tax purposes profits in later years. Until 1950, the carry-forward period had been only two years. While the 1950 law lengthened this for 1950 and later losses, it left the two years in effect for earlier losses.

The Senators have decided to permit firms which started after Dec. 31, 1945, to carry losses for 1946, 1947, 1948 or 1949 forward for four years rather than for only two years, and they said that all firms—old as well as new—should have the four-year carry-forward for 1948 and 1949 losses.

Exhibitor Left $220,087

OMAHA, Sept. 12.—The estate of the late Benjamin Harding, co-owner of the Council Bluffs, Iowa, Strand Theatre, has been valued at $220,087 in Probate Court here.

'Movietime'

(Continued from page 1)

tion and showmanship ideas which were contributed to the national campaign from the Philadelphia area.

Immediately following the meeting, during which all local exchanges were closed to permit attendance of every employee, O'Donnell and Mayer met with a Coordinating Committee consisting of Sidney Samuelson, chairman of the AITO; Jay Emanuel, Jay Emanuel Theatres; J. J. O'Leary, Comerford Circuit; Lou Finsky and Harry Bostwick, Penn Theatres; Lester Krieger, Warner, and William Mansell, Warner, who was named local distributor committee chairman. This coordinating committee has already named a joint three-man chairmen's committee consisting of Bostwick, Samuelson and O'Leary.

Wally Allen to Handle the 'Movietime' Pittsburgh Drive

PITTSBURGH, Sept. 12.—The board of directors of Allied of Western Pennsylvania at a special meeting here following the kick-off meeting for "Movietime U.S.A." has loaned its business manager, Wally Allen to be coordinator of the drive in the Western Pennsylvania and West Virginia. This was done at the request of the local "Movietime" committee, composed of John H. Harris, M. A. Silver and Fred Beedle.

A special meeting of all branch managers and salesmen will be held in the Paramount exchange next Monday to outline plans for salesmen to cover every theatre in Western Pennsylvania and Eastern West Virginia. Through the cooperation of the film companies all salesmen will devote the next two weeks in asking cooperation from every theatre, explaining the detailed plans and then supervising and following through. Dave Silverman, RKO Radio branch manager, is in charge of the distribution division of the drive.

Set Plans For Sept. 17 'Movietime' Meet in Kansas City

KANSAS CITY, Sept. 12. — In a meeting of branch managers, heads of associated industry firms, and exhibitors held today, final plans were made for the all industry area meeting on Monday, Sept. 17, at the Orpheum Theatre for launching the "Movietime U. S. A." campaign in this area.

Russell Borg, representing distributors, and Harold Lyon, representing exhibitors, presided as co-chairmen. Don Walker, publicity chairman, outlined the purposes and gave details. Arthur Cole spoke as chairman of the finance committee. Besides Robert O'Donnell and the Reverend William Alexander, speakers at the Monday meeting will include Arthur Mayer.

Area campaign headquarters have been set up at 130 West 18th Street on film row with Mrs. Pat Faller as office secretary.

150 Exhibitors Attend Southern Ill. 'Movietime' Meeting

PEORIA, Sept. 12.—More than 150 exhibitors of Southern Illinois attended a meeting here today at the Pere Marquette Hotel and organized a regional 'Movietime' campaign.

Presided over by Ralph Lawler, the meeting was addressed by Eddie Zorn, representing the Theatre Owners of Illinois; Jack Kirsch of Illinois Allied, and Robert W. Coyne, general counsel for the Council of Motion Picture Organizations. Unlimited cooperation on all phases of the Southern Illinois "Movietime" campaign was pledged by members of the press and radio.

NPA Suspects Some Exhibitors Are Buying Metals in the Grey Market

Washington, Sept. 10.—A key National Production Authority official admits that some portions of the NPA's construction control program might be leading exhibitors into the gray market for steel and copper.

Under the present control order, any remodeling or alteration job can be undertaken without NPA permission providing it uses less than two tons of carbon steel and less than 200 pounds of copper, and providing the exhibitor can get the copper and steel without a special NPA authorization. Getting the copper and steel on the open market today very often involves the gray market, the NPA official said. Persons needing small amounts of steel and copper for non-recreational building can get this by a self-certifying priority method, and so are a step ahead of the exhibitor, who soon finds all steel and copper gone in normal channels, this official explained.

A theatre owner can use the self-certifying procedure for steel and copper for repair and maintenance work, but not for alterations or additions.

Coast 'Reds'

(Continued from page 1)

ites not previously named. During the weeks of hearings in Washington, the total of persons named by one or another witness as party members reached 80 to 85.

Altogether, 33 witnesses have been subpoenaed for the West Coast hearings, slated to open Monday. The hearings will be held before a five-man sub-committee, and are expected to run for a week to 10 days. Committee officials hope that the West Coast hearings will wind up the Committee's investigation of Communism in Hollywood.

Names of most witnesses have not yet been released.

Direct New TV Film

HOLLYWOOD, Sept. 10. — "Blondie Story," first in a new series of television films being produced by Stephen Slesingera, was directed by Richard Wallace.

Filmack Producing Series Of Trailers for 'Movietime'

CHICAGO, Sept. 12.—Several special trailers designed to inform audiences of the "Movietime U.S.A." campaign and slanted to local theatre level, are now available from Filmack here, reports Irving Mack.

One of the special trailers is styled to include actual listings of the theatre's "Movietime" attractions. This is but the first of a series to be made for "Movietime" by Filmack, which are to be produced as new phases of the campaign are developed.

Burt Champion Heads Radio, TV 'Movietime' Publicity Group

Burt Champion, Paramount Pictures' radio department head here, has been appointed Eastern chairman of the "Movietime U.S.A." radio and television publicity committee by Arthur A. Schmidt, general publicity chairman for the campaign.

Champion will organize a committee composed of members of the radio and television departments of the New York offices of major motion picture companies to handle national radio and television publicity.

Levin Associates

(Continued from page 1)

checking and house surveys for theatre circuits. Basically, Levin's firm is a new checking organization.

Levin, who has arrived here with his new New York Paramount Building home office staff, declared that the convention will be attended by representatives from Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Los Angeles, Memphis, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, Portland, Oregon, St. Louis, Seattle, and Washington, D. C.

In addition to discussing the immediate plans of Levin Associates, and current trends of commerce and industry including the motion picture and TV fields, the Levin representatives will be addressed by several advertising, motion picture, and industrial executives who will cover a diversity of problems.

"It is my belief that a greater integration of branches and home office can be occasioned by frank across-the-table discussions of company business," Levin stated. "The results of these discussions will be measured in increased efficiency and service to the Associates' clients. We are, in effect, pooling the know-how of several dozen executives from virtually every part of the U. S. for the ultimate good of everyone concerned—the branches, the home office, and the industries we serve," Levin stated.

Levin was the founder and former general manager of the Copyright Protection Bureau, and Confidential Reports, Inc.

Sutphen High Court Hearing in October

WASHINGTON, Sept. 10.—The U. S. Supreme Court will probably hear argument during the week of Oct. 8 or Oct. 15 on the appeal of Sutphen Estates from the New York three-judge court decision entering the Warner Brothers consent decree, according to court officials.

The high court resumes sitting Oct. 1, but does not actually get down to business until the eighth. The Sutphen appeal, which the judges agreed last spring to hear, is one of the cases ticketed for early argument.

The court probably also will indicate at its Oct. 8 session whether it will hear Howard Hughes' appeal from the New York court order setting a time limit on when he must dispose of his RKO theatres stock.

Extension

(Continued from page 1)

They will now have to be sold by March 3, 1952. These include two theatres in Jacksonville, Fla., and one theatre in Gastonia, Greensboro, Raleigh, Charlotte and Rockingham, N. C.; Gainesville, Hollywood, St. Augustine and Lakeland, Fla.; Bloomington, Ill.; South Bend, Ind.; Minot, N. D., and Knoxville, Tenn.

The deadline for the sale of three other Florida theatres, two in Ft. Lauderdale and one in Orlando, was put back from Sept. 3 to Dec. 3. An extension from Oct. 3 to March 3, 1952 was given for the sale of theatres in Greenwood, Miss.; Ocala, Fla., and Fremont, Ohio.

The situation with respect to the United Artists Theatre in Chicago is as follows: The original decree required UPT to sell its interest in the theatre to the co-owner, United Artists Theatre Circuit. However, Paramount subsequently converted the Apollo Theatre in Chicago to non-theatrical purposes, and under the decree the circuit was authorized to acquire another theatre to replace the Apollo if it did this. Paramount asked that it be allowed to get the United Artists instead. Justice agreed to permit this under certain conditions.

UPT, after buying out United Artists Theatre Circuit, would have to put the theatre up for sale for a four-month period. If a potential purchaser and UPT could not come to terms, UPT would have to, on the request of Justice, leave the price up to the Statutory Court.

Should no one buy the theatre during the four-month period, the order stipulates, the United Artists would count under the decree as the theatre permitted to replace the Apollo.

Legion Reviews 21; Rates Three as 'B'

Twenty one additional pictures have been reviewed by the National Legion of Decency with three receiving a "B" rating. In that category are Columbia's "Chain of Circumstance"; RKO Pictures' "His Kind of Woman," and United Artists' "Hotel Sahara."

In Class A-1 are Bell Pictures' "Bitter Springs;" Columbia's "Corky of Gasoline Alley" and "Hills of Utah;" Lippert's "Lost Continent" and "Varieties on Parade;" Universal-International's "You Never Can Tell;" M-G-M's "Angels in the Outfield," and "Red Badge of Courage." In Class A-II are Paramount's "Crosswinds" and "Darling, How Could You!"; Columbia's "The Lady and the Bandit," and "Saturday's Hero;" RKO Pictures' "On the Loose;" United Artists' "Two Gals and A Guy," "Mr. Peek-A-Boo" and "Reunion in Reno;" M-G-M's "People Against O'Hara;" 20th Century-Fox's "The Desert Fox."

In a change of classification, Lux Films' "Bitter Rice" was given a "B" rating. It was formerly in the "C" category.

Sugarman Appointed

COLUMBUS, Sept. 12. — Charles Sugarman, for the past three years manager of the Art World Theatre here, has been appointed manager of the downtown first-run Kentucky at Louisville. Al Sugarman, his father, has assumed management of the Art World.

THE CURTAIN RISES!

A united Industry now presents to the nation its greatest enterprise

"IT'S MOVIETIME U.S.A."

On the next page are the first two Acts:

1. SHIPMENT OF THE PRESS BOOKS
2. THE GREAT RADIO SHOW, SEPT. 24th

Watch the trade press for the next two Acts:

3. THE BIG NATIONAL AD CAMPAIGN
4. STARS OVER AMERICA. PERSONALITY TOURS

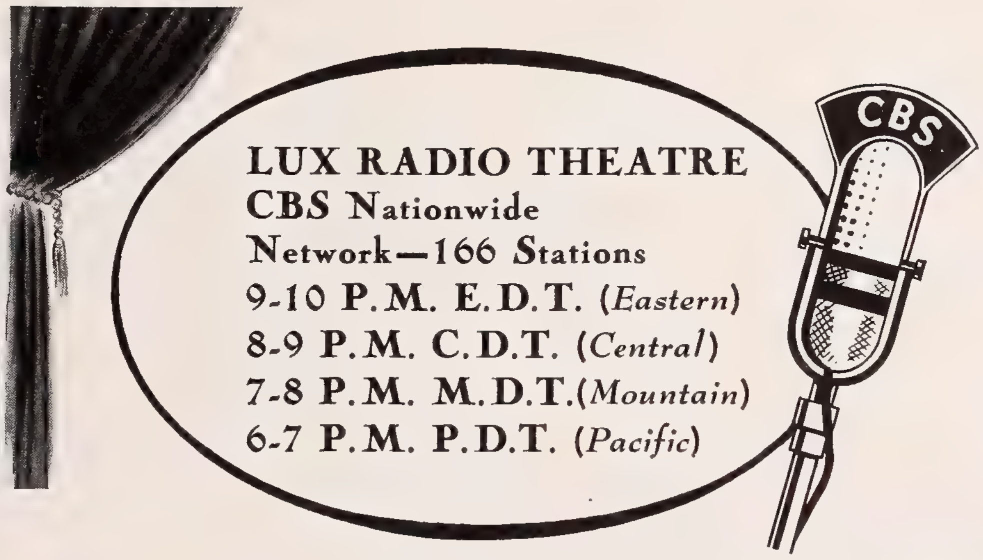
Act No. 1

Above: *Giant Press Book in Three Sections.*

THE PRESS BOOK!

Distribution through National Screen Service Branches. Your copy will be included in the first shipment of advertising material sent by them to your theatre. BE SURE THAT THE PERSON WHO OPENS YOUR PACKAGES RUSHES IT TO YOU! EVERYTHING IN IT FOR YOUR SHOWMANSHIP THEATRE CAMPAIGN.

Act No. 2



LUX RADIO THEATRE
CBS Nationwide
Network—166 Stations
9-10 P.M. E.D.T. (*Eastern*)
8-9 P.M. C.D.T. (*Central*)
7-8 P.M. M.D.T. (*Mountain*)
6-7 P.M. P.D.T. (*Pacific*)

THE RADIO SHOW! SEPT. 24th!

The most popular hour on radio, the Lux Radio Theatre presents: "It's Movietime, U.S.A." It will be the greatest show ever offered on the air with estimated listenership of 30 million. Celebrated movie stars will present highlight scenes from big pictures coming during the Golden Jubilee. Presented by Lever Brothers, produced by William Keighly with the cooperation of the Hollywood Movietime Committee.

Watch for Acts 3 and 4 in "Movietime, U. S. A."

Para. Meeting

(Continued from page 1)

departure for Cuba to be present at the first session; Paul Raibourn, E. K. O'Shea, Oscar Morgan, Jerry Pickman, Sid Blumenstock, Sid Mesibov, Robert J. Rubin, Monroe R. Goodman, Fred Leroy, Arthur Dunne, Harold Beecroft, Joseph A. Walsh and his assistant, George Schur.

Initial item for discussion will be the company's current and forthcoming product. Among the pictures which he will discuss are "That's My Boy," "Here Comes the Groom," "A Place in the Sun," "Rhubarb," "When Worlds Collide," "The Greatest Show on Earth," "Submarine Command," "Detective Story," "My Son, John," "Carrie," "Aaron Slick from Punkin Crick" and "Sailor Beware."

Adolph Zukor will call from the studio with a report on recently completed pictures which he traveled to the Coast to see.

Hugh Owen to Conduct A Series of Para. Meetings

Hugh Owen, Paramount's Eastern and Southern division manager, has scheduled a series of field meetings with his branch managers to discuss sales policy and merchandising of product.

First of these conclaves, designed to promote an interchange of ideas and facilitate the solution of any outstanding problems, will be held in Atlanta on Sept. 18-20.

Owen will preside over all sessions which will be attended by A. M. Kane, assistant division manager, and branch managers W. Gordon Bradley, (Atlanta); William Holliday, (New Orleans); E. G. Chumley, (Jacksonville), and A. H. Duren (Charlotte).

Program for TOA Women

An informal tea for motion picture stars and columnists at Toots Shor's here, a breakfast at Altman's, a Russek fashion show at the Waldorf, a showboat party on a trip around Manhattan, visits to the *Good Housekeeping Institute,* theatre parties, guided tour and special cocktail parties will be some of the highlights of the four-day visit designed for the wives of the theatremen who will attend the Theatre Owners convention and trade show, Sept. 24-27, it is announced by Mrs. Leonard Goldenson, chairman of the women's convention committee.

50-Cent UPT Dividend

United Paramount Theatres' board of directors have declared a dividend of 50 cents per share on the common stock, payable on Oct. 19 to shareholders of record on Sept. 28, 1951.

Reviews

"The Reluctant Widow"

(Fine Arts Films)

A period drama offering escape to theatre patrons has been fashioned in the "Reluctant Widow," which tells a story of intrigue, espionage and gallantry. The time is the age of Wellington and Waterloo, an era in history which offers screenwriters Gordon Wellesley and J. B. Boothroyd full opportunity to provide a colorful stylized romance, complete with swordplay and heroics. Audiences which prefer an exciting film divorced from everyday activity will find this film good entertainment.

The story places Jean Kent, a governess, in a web of sudden, sordid violence. Her healthy naivete and humour enable her to survive various crises, including a marriage of convenience to a dying man, and another to Guy Rolfe, who is a British intelligence agent trying to foil Napoleon's agents. Unknown to Miss Kent, all parties are trying to find a document hidden in the chateau which she inherited from her first marriage.

Reluctantly a widow of the first man, reluctantly a wife of the second, reluctantly falling in love with him, and reluctantly becoming aware of the whole plot, she finds the document, and then almost is done in by the chief espionage agent, Julian Dallas, the "most dangerous swordsman in England." But Rolfe goes to the rescue of his wife, kills Dallas, and the plans of the French are foiled. Bernard Knowles directed, Wellesley produced. Others in the cast include Kathleen Byron, Paul Dupuis, Lena Morris, Anthony Tanored, Peter Hammond and Jean Cadell.

Running time, 86 minutes. General audience classification. September release.

"Corky of Gasoline Alley"

(Columbia)

THE first screen appearance of the Wallet clan of comic strip popularity was made some nine months ago in "Gasoline Alley." Their second screen adventure is very similar to the first, it being a noisy, free-wheeling comedy. The original cast, of whom only Don Beddoe as Uncle Walt bears a resemblance to his cartoon counterpart, is reunited and Edward Bernds has once again written the screenplay and handled direction.

Avid fans of the happenings along Gasoline Alley may provide a sizeable audience, but the average citizen, who can take the Wallets or leave them alone, will find this film only a mildly funny entertainment. The contrived situations are rather tired cliches, depending to a large extent on wanton destruction and violence for their humor. The dialogue is not much better. The story line concerns a brash extrovert with a distinct aversion to work, Gordon Jones, who goes to live with the Wallets. Jones blunders about the household, Corky's (Scotty Beckett's) diner and Skeezix's (Jimmy Lydon's) fix-it shop, creating havoc at every turn. Beckett and Patti Brady, young Judy Wallet, decide the only way to keep the family from bankruptcy and raving insanity is to convince the free-loading Jones to move on. Jones, however, is faking an injured back which he claims keeps him bedridden. Eventually, the kids prove Jones' back injury is a hoax and all ends happily as Jones leaves the household and the Wallets are handsomely reimbursed for their troubles.

Flitting in and out of the story are all the other Gasoline Alley folk, including Nina, Hope, Pudge McKay, Aunt Phyllis and Avery. Wallace MacDonald produced.

Running time, 80 minutes. General audience classification. September release.

"Blackmailed"

(H. H. Films-Bell Pictures)

INTERESTING vignettes of characters embroiled in a murder-blackmail plot in this British melodrama are spoiled by implausibility and the end product is somewhat disappointing. "Blackmailed" is a story of a murder and the effect it has on the murderess and three former victims of the deceased blackmailer. It relies heavily on coincidence to achieve its effect.

Based on the novel, "Mrs. Christopher," by Elizabeth Myers, the film's motivating, though not its central character is Fay Compton, a kindly volunteer worker in a hospital. As a favor to one of the hospital's patients, she delivers a sum of money to James Robertson Justice. When she discovers he is a blackmailer, she threatens to expose him and a struggle ensues, in the course of which she kills him. Mai Zetterling, a young housewife, and Robert Fleming, a physician, plead with Miss Compton not to inform the police, lest they be exposed as victims of the deceased. Miss Compton's willingness to take the law into her own hands has a disastrous effect on the film's principals. However, in the end, realizing her good intentions were morally wrong, Miss Compton confesses to the murder.

The film is well acted, Dirk Bogarde being especially good as a doomed young man in revolt against authority. Winsome Joan Rice is appealing as his devoted adolescent lover. Marc Allegret directed, from a screenplay by Hugh Mills and Roger Vadim. Others in the cast include Michael Gough, Harold Huth, Wilfrid Hyde White and Nora Gordon.

Running time, 73 minutes. Adult audience classification. Release date, Oct. 15.

Canadian Steel Shortage

TORONTO, Sept. 10.—Hon. C. D. Howe, Minister of Defense Production, has warned prospective building constructors here, including theatre companies, of a steel shortage.

Stars for Jolson Program

Four more stars, Milton Berle, Robert Alda, Martha Stewart and Georgie Price, have agreed to join the program for "Al Jolson Remembrance Night" at Carnegie Hall.

Secret Deal

(Continued from page 1)

counsel, said the $7 per week pay raise agreement was reached at a regular negotiation session at which Zeltner was present. The Colosseum negotiating committee, he added, voted seven-to-one for the deal, Zeltner being the sole dissenter.

It was emphasized by the Colosseum attorney that the agreement does not represent a contract, since a vote must first be taken by the union's membership. The deal is due to come up for a vote at the Colosseum's annual convention in St. Louis, on Oct. 27, Beznor said.

Asked in New York yesterday if there was a "secret meeting" such as Harold Zeltner of the Chicago salesmen's union charged, Joseph McMahon of Republic Pictures, a member of the distributors' negotiating unit, said the wage raise deal was made at a typical union-management meeting, with a number of representatives of each side present.

None of the 31 other Colosseum loges have taken the attitude shown by the Chicago unit, according to Beznor. It was learned last Monday that the Chicago loge dropped out of the national organization in protest against the terms of the new wage agreement. An independent salesmen's union has been formed in Chicago with Zeltner as its president.

New Jersey Senator

(Continued from page 1)

the "practice of limiting telecasting of events of national interest" to theatres. He follows up his resolution with the strongest attack yet made by any member of Congress on exclusive theatre TV.

The Hendrickson resolution would also call on the Justice Department, the Federal Communications Commission and other federal agencies to suggest appropriate legislation.

Hendrickson declared that tonight's Turpin-Robinson fight is being telecast exclusively to 14 theatres in 11 cities and that "millions of our sports-loving people in America tonight will be deprived of watching the telecast of the world's championship boxing match. He charged that this was particularly unfair to wounded sick and hospitalized veterans.

Kalmine Presides

(Continued from page 1)

Crouch, Washington. Home office executives attending included Miles Alben, Max Blackman, Frank Cahill, Nat Fellman, Harry Goldberg, Louis J. Kaufman, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Frank Phelps, Carl Siegel, Harold Rodner, Bernard Rosenzweig and Ben Wirth.

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(Signed by DAN R. WILKINSON)

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS	INT'L RELEAS'G
Aug. 5	(Aug. Releases) WHISTLE AT EATON FALLS Lloyd Bridges Dorothy Gish D—96 min. (Rev. 8/1/51)					THIS IS KOREA (Color) (Documentary) 50 min. (5127) (Rev. 8/22/51)	FLYING LEATHERNECKS (Color) John Wayne Robert Ryan D—102 min. (261) (Rev. 7/19/51)		PARDON MY FRENCH Merle Oberon Paul Henreid C—81 min. (Rev. 8/23/51)			
Aug. 12	NEVER TRUST A GAMBLER Dane Clark Cathy O'Donnell D—79 min. (Rev. 7/11/51) PICKUP Beverly Michaels Hugo Haas D—78 min. (Rev. 7/19/51)	LOST CONTINENT Cesar Romero Hillary Brooke D—83 min. (5004) (Rev. 7/24/51)	THE TALL TARGET Dick Powell Paula Raymond D—78 min. (Rev. 8/2/51)	(Allied Artists) THE HIGHWAYMAN (Color) Charles Coburn Wanda Hendrix D—83 min. (AA20) (Rev. 8/21/51)	(Aug. Releases) PEKING EXPRESS Joseph Cotten Corinne Calvet Edmund Gwenn D—90 min. (5024) (Rev. 6/19/51)			(Aug. Releases) THE SECRET OF CONVICT LAKE Glenn Ford Gene Tierney Ethel Barrymore Zachary Scott D—83 min. (Rev. 6/22/51)		(Aug. Releases) CATTLE DRIVE (Color) Joel McCrea Dean Stockwell O—77 min. (Rev. 7/17/51) MARK OF THE RENEGADE (Color) Ricardo Montalban Cyd Charisse D—81 min. (Rev. 7/24/51)	CAPTAIN HORATIO HORNBLOWER (Color) Gregory Peck Virginia Mayo D—117 min. (030) (Rev. 6/14/51)	BAD LORD BYRON Dennis Price Joan Greenwood CD—85 min. (1A) (Release: Aug., 1951)
Aug. 19	CHAIN OF CIRCUMSTANCE Richard Grayson Margaret Field D—68 min. (Rev. 8/21/51) CYCLONE FURY Charles Starrett Smiley Burnette O—54 min. (Rev. 8/14/51)			OKLAHOMA JUSTICE Johnny Mack Brown O—56 min. (5144)	THAT'S MY BOY Dean Martin Jerry Lewis C—98 min. (5026) (Rev. 6/11/51) WARPATH (Color) Edmond O'Brien Dean Jagger D—95 min. (5025) (Rev. 6/5/51)	FORT DODGE STAMPEDE Allan "Rocky" Lane O—60 min. (5062) (Rev. 9/5/51)	HIS KIND OF WOMAN Jane Russell Robert Mitchum D—120 min. (201) (Rev. 7/12/51)	MR. BELVEDERE RINGS THE BELL Clifton Webb Joanne Dru C—87 min. (Rev. 7/24/51)	(Lazar Wechsler) FOUR IN A JEEP Ralph Meeker Yoseph Yadin D—97 min. (Rev. 6/5/51)	IRON MAN Jeff Chandler Evelyn Keyes Stephen McNally D—82 min. (Rev. 7/3/51)		SIN OF ESTHER WATERS Kathleen Ryan Dick Bogarde D—65 min. (3C) (Release: Sept., 1951)
Aug. 26	(Sept. Releases) SATURDAY'S HERO John Derek Donna Reed D—111 min. (Rev. 8/23/51)		THE STRIP Mickey Rooney Sally Forrest D—85 in. (Rev. 8/7/51)	(Allied Artists) DISC JOCKEY Ginny Simms Tom Drake M—77 min. (AA21) (Rev. 9/11/51)				MEET ME AFTER THE SHOW Betty Grable Macdonald Carey MC—86 min. (Rev. 8/3/51)	(Danziger Bros.) ST. BENNY THE DIP Dick Haymes CD—80 min. (Rev. 6/26/51) (Allen Prods.) NEW MEXICO (Color) Lew Ayres D—76 min. (Rev. 5/3/51)	BRIGHT VICTORY (pre-release) Arthur Kennedy Peggy Dow D—97 min. (Rev. 7/20/51)		
Sept. 2	THE LADY AND THE BANDIT Louis Hayward Patricia Medina D—79 min. (Rev. 8/14/51)		THE PEOPLE AGAINST O'HARA Spencer Tracy Pat O'Brien D—102 min. (Rev. 8/21/51)				ON THE LOOSE Joan Evans Lynn Bari Melvyn Douglas D—78 min. (202) (Rev. 7/25/51)		(Weisner Bros.) TWO GALS AND A GUY Robert Alda C—70 min. (Rev. 6/7/51)		JIM THORPE—ALL AMERICAN Burt Lancaster Phyllis Thaxter D—107 min. (101) (Rev. 6/14/51)	GREAT MR. HANDEL (Color) Wilfred Lawson Elizabeth Allan D—103 min. (2A) (Release: Oct., 1951)
Sept. 9	SUNNY SIDE OF THE STREET (Color) Frankie Laine Billy Daniels M—71 min. (Rev. 8/29/51)		ANGELS IN THE OUTFIELD Paul Douglas Janet Leigh CD—102 min. (Rev. 8/27/51)	WANTED: DEAD OR ALIVE Whip Wilson O—59 min. (5154)	(Sept. Releases) HERE COMES THE GROOM Bing Crosby Jane Wyman C—114 min. (5101) (Rev. 7/6/51)	ARIZONA MANHUNT Michael Chapin Eilene Janssen O—60 min. (5068)		(Sept. Releases) PEOPLE WILL TALK Cary Grant Jeanne Crain D—110 min. (Rev. 8/17/51)	(Ernest Gartside) OBSESSED David Farrar D—77 min. (Rev. 8/31/51)	(Sept. Releases) LITTLE EGYPT (Color) Mark Stevens Rhonda Fleming D—82 min. (131) (Rev. 7/31/51)		**SOUVAINE**
Sept. 16	THE MAGIC FACE Luther Adler Patricia Knight D—89 min. (Rev. 8/8/51) CORKY OF GASOLINE ALLEY Scotty Beckett Jimmy Lydon C—80 min. (Rev. 8/8/51)		MR. IMPERIUM (Color) Lana Turner Ezio Pinza M—87 min. (Rev. 5/8/51)	TRIPLE CROSS Joe Kirkwood D—60 min. (5118) (Rev. 9/11/51)	A PLACE IN THE SUN Montgomery Clift Elizabeth Taylor D—122 min. (5102) (Rev. 7/18/51) RHUBARB Ray Milland Jan Sterling C—95 min. (5103) (Rev. 8/6/51)	HAVANA ROSE Estelita Rodriguez Hugh Herbert D	BEHAVE YOURSELF Farley Granger Shelley Winters CD—81 min. (Rev. 9/12/51)	(Bert Friedlob) A MILLIONAIRE FOR CHRISTY Fred MacMurray Eleanor Parker C—91 min. (Rev. 8/8/1/51)	(Harry Popkin) THE WELL (pre-release) Richard Grover Barry Kelly D—85 min. (Rev. 9/5/51) (Jean Renoir) THE RIVER (Color) (Roadshow) D—99 min. (Rev. 9/7/51)	YOU NEVER CAN TELL Dick Powell Peggy Dow C—78 min. (132) (Rev. 8/27/51)	FORCE OF ARMS William Holden Nancy Olson D—100 min. (102) (Rev. 8/14/51)	DAYS OF OUR YEARS (French dialogue) with Eng. narration) Pierre Fresnay Document'y—91 min. (Release: 8/3/51)
Sept. 23	HILLS OF UTAH Gene Autry O (Oct. Releases) THE MOB Broderick Crawford D—87 min. (Rev. 9/5/51)	LEAVE IT TO THE MARINES Sid Melton Mara Lynn C (5005)	THE RED BADGE OF COURAGE Audie. Murphy D—69 min. (Rev. 8/16/51)				SLAUGHTER TRAIL (Color) Brian Donlevy Gig Young O	THE DAY THE EARTH STOOD STILL Michael Rennie Patricia Neal D—92 min. (Rev. 9/5/51)	GOLD RAIDERS George O'Brien O (Angel Prods.) MISTER DRAKE'S DUCK Douglas Fairbanks, Jr. C—81 min. (Rev. 8/14/51)	THUNDER ON THE HILL Claudette Colbert Ann Blyth D—84 min. (133) (Rev. 8/7/51)	TOMORROW IS ANOTHER DAY Ruth Roman Steve Cochran D—90 min. (103) (Rev. 8/13/51)	
Sept. 30	THE MAGIC CARPET (Color) Lucille Ball John Agar D—84 min. JUNGLE MANHUNT John Weissmuller D	PRESENT ARMS William Tracy Joe Sawyer C (5023)	TEXAS CARNIVAL (Color) Esther Williams Red Skelton M—77 min.	FLIGHT TO MARS (Color) Marguerite Chapman Cameron Mitchell D (5103)		ADVENTURES OF CAPTAIN FABIAN Errol Flynn Micheline Prelle D—100 min. (5101)	THE RACKET Robert Mitchum Robert Ryan D	(Oct. Releases) THE DESERT FOX James Mason D—88 min. NO HIGHWAY IN THE SKY James Stewart Marlene Dietrich CD—98 min. (Rev. 7/17/51)	THE RED SHOES (Color) Moira Shearer MD—133 min. (Rev. 10/25/48)		A STREETCAR NAMED DESIRE Vivian Leigh Marlon Brando D—125 min. (104) (Rev. 6/14/51)	HER PANELLED DOOR Phyllis Calvert D—84 min. (Rev. 8/28/51) (Release 8/27/51)
Oct. 7	CRIMINAL LAWYER Pat O'Brien Jane Wyatt D—74 min. (Rev. 8/27/51) FIVE Wm. Phipps Susan Douglas D—93 min. (Rev. 4/30/51)	HIGHLY DANGEROUS Dane Clark Margaret Lockwood D (5029)	BANNERLINE Sally Forrest Lionel Barrymore D—88 min.	LONE STAR LAWMAN Johnny Mack Brown O (5145)	(Oct. Releases) DARLING, HOW COULD YOU! Joan Fontaine John Lund C—96 min. (5108) (Rev. 8/10/51)	SEA HORNET Rod Cameron Adele Mara D	TWO TICKETS TO BROADWAY (Color) Tony Martin Janet Leigh M-D	(Jos. Bernhard) JOURNEY INTO LIGHT Sterling Hayden Viveca Lindfors D—88 min. (Rev. 8/30/51)			PAINTING THE CLOUDS WITH SUNSHINE (Color) Dennis Morgan Virginia Mayo M—87 min. (105) (Rev. 9/5/51)	GALLOPING MAJOR Basil Radford C (Release: 8/24/51)
Oct. 14	KID FROM AMARILLO Charles Starrett Smiley Burnette O—56 min.	SKY HIGH Sid Melton D (5024)	THE MAN WITH A CLOAK Joseph Cotten Barbara Stanwyck D—88 min.	YELLOW FIN Wayne Morris D (5108)	CROSSWINDS (Color) John Payne Rhonda Fleming D—93 min. (5104) (Rev. 8/3/51)	UTAH WAGON TRAIN Rex Allen O SOUTH OF CALIENTE Roy Rogers Dale Evans O	DRUMS IN THE DEEP SOUTH (Color) James Craig Barbara Payton D—87 min.	LOVE NEST June Haver William Lundigan C	HOTEL SAHARA Yvonne De Carlo Peter Ustinov D—87 min.	GOLDEN HORDE (Color) David Farrar Ann Blyth D—77 min.	COME FILL THE CUP James Cagney Phyllis Thaxter D-113 min.	

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 53 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 14, 1951 TEN CENTS

Myers Signals For New Drive In Tax Fight

Names Conferees To Represent House, Senate

WASHINGTON, Sept. 13.—Abram F. Myers, general counsel of Allied States Association and spokesman for the Council of Motion Picture Organizations on tax matters, said all segments of the industry have been "notified" of the names of the lawmakers who are likely to be in the House-Senate conference on the tax bill.

While Myers refused to say so, the inference was clear that the signal has gone out for letters, phone calls and other contacts to inform the lawmakers of the need for adopting the Senate Finance Committee's provision on the admission tax rather than the House version.

The House voted broad exemptions for entertainments of non-profit

(*Continued on page 3*)

Colosseum Leaders Charge Politics In Chicago Crisis

MILWAUKEE, Sept. 13.—H. B. Wynn, Jr., and David Beznor, president and general counsel, respectively, of the Colosseum of Motion Picture Salesmen of America, today took the offensive in the intra-union dispute which resulted in the exit last weekend of the Chicago loge from the national organization.

Having denied yesterday the charge by Harold Zeltner, leader of the Chicago dissidents,

(*Continued on page 3*)

Chicago Salesmen's Guild Established

CHICAGO, Sept. 13.—The newly-formed organization designed to replace the recently-dissolved Chicago loge of the Colosseum of Motion Picture Salesmen has adopted the name "Motion Picture Salesmen's Guild of Chicago" as its official title.

The law firm of Kamin and Jacobs, well known labor attorneys who rep-

(*Continued on page 3*)

4,000 to Attend Paramount Theatre Video Test for Civilian Defense

Four thousand civil defense workers have been invited to the New York Paramount Theatre tomorrow morning at 8:30 for the first local test of theatre television as a training technique. They will witness a closed circuit telecast of a live program originating in Washington, D. C.

The experiment, which will last one hour, will be witnessed by members of Congress, government officials, Civil Defense Administrators, educators and industrial leaders.

For the first time in theatre television the audience will be able to talk back. Through telephone circuits, spectators in the theatre will be able to ask questions of the Civil Defense instructors in Washington during the program. The instructors will be seen and heard giving their answers.

RKO's Robinson-Turpin Fight Film A 'Gold Mine'

Dureau Will Head Para. Gulf Theatres

Gaston Dureau, long-time executive of the former E. V. Richards theatre operations in the South, has been named president and general manager of Paramount Gulf Theatres, to succeed Norman Carter, whose resignation will take effect at the end of the year, it was announced yesterday.

Gaston Dureau

Paramount Gulf Theatres is a subsidiary of United Paramount Theatres, of which Leonard Goldenson is president.

(*Continued on page 3*)

By SHERWIN KANE

RKO Radio has a great film of the Sugar Ray Robinson-Randolph Turpin middleweight championship fight, and exhibitors playing it have an exceptional box-office attraction.

With public interest in the fight rivalling that of even the great heavyweight championship bouts fought in other years by Joe Louis, Gene Tunney, Jack Dempsey, and others, there could be no question that, if the fight offered a reasonable amount of action, the motion picture would be an outstanding draw.

The fight proved not only to be full of action but was further enhanced, insofar as the film is concerned, by the controversy over whether or not Referee Ruby Goldstein was right in halting the contest in two minutes and 52 seconds of the 10th round.

The millions who wanted to see the fight on television, and couldn't, the

(*Continued on page 6*)

FIGHT FILM 'HYPOS' BROADWAY RUNS AS HIGH AS 75 PER CENT

The RKO Pictures Robinson-Turpin fight film went over with a bang here for its first showing yesterday in five Broadway houses, with theatre managers estimating the boost in business as high as 75 per cent.

Although there was some delay in getting prints out, the film was an immediate hit at the Broadway Embassy and the Trans-Lux on 49th when it was flashed on the screen a little

(*Continued on page 6*)

Ask Investigation Of TV 'Monopolies'

WASHINGTON, Sept. 13.—Congressional protests against exclusive theatre television continued to grow today.

Rep. Sutton (D., Tenn.) took the House floor to demand a House investigation of theatre "monopolies" on telecasting of sports and other top events. He said that millions of TV

(*Continued on page 6*)

Biggest Fight Attraction No Profit-Maker

TV Theatres Counting Headaches, Not Dollars

Despite the sensational draw of the Sugar Ray Robinson-Randolph Turpin middleweight championship bout at every one of the 14 theatres in 11 cities which carried the large screen telecast Wednesday night, theatre operators estimated yesterday that no profits were realized on the event and, in some instances, exhibitors incurred losses.

In all, thousands were turned away from the 14 houses, and there was general agreement that had 10 to 20 additional theatres in each city been equipped to offer the fight telecast, every one would have played to capacity, despite the advanced prices ranging up to $2.60.

Profit prospects melted under the

(*Continued on page 6*)

Industry Can Aid 'Brotherhood' Work, Skouras Says

Citing sequences in M-G-M's forthcoming "Quo Vadis" which, he said, correct widely-held false impressions responsible for religious and racial prejudice, George Skouras, newly designated industry chairman for 1952 "Brotherhood Week," suggested yesterday that the industry could properly produce at least one entertainment picture annually which would make a comparable contribution to the cause of brotherhood.

Skouras was introduced to members

(*Continued on page 3*)

'Movietime' Enters 13-Week Radio Deal

As an added feature of the "Movietime U.S.A." campaign, Robert J. O'Donnell, national campaign director, announced yesterday that arrangements had been completed with Liberty Broadcasting for the inauguration of two daily radio programs in behalf of the motion picture industry

(*Continued on page 3*)

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, will leave here for Cincinnati at the weekend.

•

STEVE BROIDY, Monogram-Allied Artists president, and JOHN FLINN, director of advertising-publicity, will leave here today by train for Hollywood.

•

N. E. GOLDHAMMER, Monogram-Allied Artists Eastern district manager, returned to New York yesterday from Kansas City.

•

HAROLD SALEMSON, Stanley Kramer Productions field supervisor, left here yesterday by plane for Paris.

•

JUDY GARLAND will leave here for Hollywood today.

Additional $25,000 For Rogers Hospital

The presidents of major motion picture companies, at a meeting of the Motion Picture Association of America this week, approved an additional contribution of $25,000 for the support and maintenance of the Variety Clubs-Will Rogers Hospital at Saranac Lake, N. Y. Over the past years, the company presidents made possible the continuation of this tuberculosis sanatorium through contributing the necessary money to insure its uninterrupted operation for those of the entertainment industry afflicted with the disease.

When the Variety Clubs became interested in the institution, the company presidents contributed $75,000 a year for a two-year period which expired last spring. At that time, the finance committee of the Hospital Fund had not perfected its own fund-raising activities sufficiently to carry the burden alone. Consequently, they asked the company presidents to continue their help and support which resulted in this week's additional contribution of $25,000.

Award to 'Pacific 231'

"Pacific 231," the documentary short now accompanying "The River" on the screen of the Paris Theatre, has received the "Robert Flaherty Memorial Award" given by New York's City College Institute of Film. The one-reel musical short is a visualization of Arthur Honegger's symphonic poem and will be released nationally by Pathe Cinema Corporation.

Bushman Stricken

BOSTON, Sept. 13. — Francis X. Bushman, on tour in behalf of 20th Century-Fox's production, "David and Bathsheba," was stricken ill as he arrived in Boston, and his personal appearances in this city and other cities have been cancelled.

$15½-Million Sales Reported by Univ.

Washington, Sept. 13—Universal Pictures today reported to the Securities and Exchange Commission here consolidated world gross sales of $15,533,133 for the 13 weeks ended July 28.

This compares with $13,414,150 for the corresponding period of last year.

Says Screen Rides Popularity Crest

Despite economic difficulties that have beset production and attendance all over the world the motion picture "still rides the crest of popularity everywhere," it is reported in the current *Motion Picture Herald*, which presents its sixth annual "World Market" report in a special 46-page section.

The section tells the story of the industry around the world in special articles, news reports and numerous pictorial displays of product, personalities and trends in overseas theatre design. The section also contains the world market buyers index, a classified directory of manufacturers and distributors who are the leading sources of equipment and supplies.

An editorial points out that the world market has enjoyed during the past six years "a healthy general development." It declares that since 1939 the number of theatres operating throughout the world has increased approximately 45 per cent, representing a rise of from fewer than 70,000 to nearly 100,000. It is also emphasized that the construction of new houses has been accompanied by extensive modernization of thousands of older ones.

"Total admissions and film rentals have risen around the world to the point which would have been considered fantastic viewed in the light of conditions in 1939 or 1945," the editorial states.

Coast Industry in Tribute to Lasky

HOLLYWOOD, Sept. 13.—Jesse L. Lasky was presented with a hand-wrought silver "Wreath of Honor" inscribed "For Historical Contributions to the Motion Picture Industry" at the Screen Producers Guild's first annual "Milestone Award" banquet last night at the Coconut Grove in the Ambassador Hotel, attended by 700 members of the production community. Adolph Zukor, Cecil B. DeMille and Sam Goldwyn were among the pioneers voicing tribute to Lasky, with Gloria Swanson and Mary Pickford adding the distaff sentiments. Jack Benny and Bob Hope contributed congratulatory commentaries tinged with humour, and George Jessel was toastmaster. SPG president William Perlberg gave the welcoming address.

Rep. Sales Meeting In Hollywood Today

HOLLYWOOD, Sept. 13.—The first of a series of four regional sales conferences will be opened here today by Republic, with James R. Grainger, distribution, vice-president, presiding. Today's meeting will be held at the studio.

All four meetings will be attended by company president Herbert J. Yates who is expected to outline the product which Republic plans to release in the next few months as well as point up the company's participation in the forthcoming industry "Movietime U. S. A." campaign.

Meetings will also be held in Chicago, Sept. 21, New York, Oct. 1, and Atlanta, Oct. 4, are expected to take an optimistic turn coming as they will when the industry outlook is getting brighter with each passing day, a company spokesman said.

Agenda For the Meetings

The agenda for the meetings will cover a discussion of sales, advertising and exhibitor plans for such forthcoming product as "Adventures of Captain Fabian," starring Errol Flynn and Micheline Prelle; "Honeychile," the new Judy Canova feature, in Trucolor; "The Wild Blue Yonder," starring Wendell Corey, Vera Ralston, Forrest Tucker and Phil Harris; "The Sea Hornet," with Rod Cameron, Adele Mara, Adrian Booth and Chill Wills, and Republic's John Ford Technicolor production, "The Quiet Man," starring John Wayne and Maureen O'Hara.

Additional campaigns and policies will also be outlined for the new Rex Allen Western feature, "Utah Wagon Train," and "Havana Rose," starring Cuban star Estelita.

Attending the kickoff meeting in Los Angeles will be Francis A. Bateman, Western district sales Manager, and the following branch managers; Gene Gerbase, Denver; Tom McMahon, Salt Lake City; Paul McElhinney, Seattle; Jack Partin, Portland; George Mitchell, San Francisco; Jack Dowd, Los Angeles; John Houlihan, Dallas and David Hunt, Oklahoma City. Also sitting in will be Jack E. Baker, vice-president in charge of production and studio operations, and William Sall, executive assistant to Yates.

Smith to Brazil to Study Import Crisis

Theodore Smith, executive assistant of the Motion Picture Association of America's international division, will fly to Rio de Janeiro over the weekend to confer with member company representatives on film problems facing American distribution interests in Brazil, it was disclosed here yesterday by the MPAA.

One of the purposes of Smith's mission will be to study reports of possible restrictive measures contemplated by the Brazilian government against American company film operations in that country.

Best Revenue in 2 Years for Century

In the 36 theatres of the Century Circuit in this area, business in the past week was greater than it has been in more than two years, the company reports. Three of the theatres were playing "The Great Caruso," six had "Take Care of My Little Girl" and the same number "The Bullfighter and the Lady."

Fred J. Schwartz, president of Century, explained that the increase in business was phenomenal in that it took place during the first week of school when business usually slackened.

Optimism Sounded At NY Para. Meet

Paramount's three-day division sales managers' meeting opened here yesterday on an optimistic note, sounded by A. W. Schwalberg, president of Paramount Film Distributing Corp., who presided, with Barney Balaban, president of Paramount Pictures, and division managers in attendance.

Balaban led off the meeting by reviewing the progress made by Paramount in production.

Selling problems were discussed by Schwalberg, who related these problems to specific market situations. E. K. (Ted) O'Shea, sales vice-president, expanded on these problems.

Nat Holt, Paramount producer, revealed his plans for making a number of outdoor adventure films, designed to appeal to women as well as men.

Merchandising plans, including special handling, day-and-date bookings, and saturation campaigns, were discussed by Jerry Pickman, director of advertising-publicity. He also introduced to the home office and sales executives Teet Carle, newly-appointed studio publicity head.

Austin Keough, vice-president and general counsel of Paramount, discussed various legal sales problems.

NEW YORK THEATRES

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PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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'Brotherhood'

(*Continued from page* 1)

of the industry committee for the National Conference of Christians and Jews, sponsor of the annual Brotherhood Week, by J. Robert Rubin, vice-president and general counsel of Loew's and a NCCJ director, at a luncheon at the Waldorf-Astoria here.

Skouras, president of Skouras Theatres and United Artists Theatres, said plans for the industry's participation in 1952 Brotherhood Week will be started immediately, rather than in December, as has been the custom in the past. The Lincoln's birthday week in February is traditionally set for the actual observance.

Plans for extending the Brotherhood work through newspaper and numerous other advertising media were described by Lee Bristol of Bristol-Meyers Co., who reported that the Advertising Council engaged in the work already has obtained numerous pledges from publications and other sources for participation on a space-free basis.

Eric Johnston, president of the Motion Picture Association of America, who headed last year's Brotherhood Week national campaign, has agreed to remain in the post for another year, Dr. Clinchy said. The latter agreed with Rubin that the industry has done one of the outstanding jobs of all national participants in the campaign, contributing much to its annual progress since its start in 1939.

Spyros P. Skouras, president of 20th Century-Fox, commended his brother for accepting the industry campaign post and expressed confidence that he would do an outstanding job.

Among those at the luncheon, in addition to those named, were: Ned E. Depinet, Robert Mochrie, Si Fabian, Gene Picker, Max Youngstein, Herman Robbins, George Dembow, Monty Salmon, Austin Keough, James A. Mulvey, William F. Rodgers, Edmund Reek, Rutgers Neilson, Will H. Hays, Leon Bamberger, William White, Harry Hirschfield, Charles Hacker and trade press representatives.

Dureau Will Head

(*Continued from page* 1)

It comprises the former Paramount-Richards operations in Louisiana, Mississippi and adjoining states as reorganized after the Paramount divorcement and divestiture compliance, during which Richards' interest was sold to UPT.

Dureau is a veteran of the Fitchenberg circuit in New Orleans, which became part of the Richards-Saenger circuit. He was in charge of advertising-publicity, and film buying and booking for the circuit for many years and presently is a vice-president of Paramount Gulf. He was associate buyer and booker for the former Publix Theatres in New York for a time.

Carter will be retained by Paramount Gulf in a consulting and advisory capacity after Jan. 1 next. In addition, Henry G. Plitt, in charge of theatre operations, will become vice-president; Maurice Barr, secretary, will be in charge of advertising-publicity and public relations, and Carl Dixon, assistant secretary and treasurer, will become treasurer succeeding H. K. Oliphint, who has resigned, effective at the end of the year.

Review

"Mr. Peek-A-Boo"

(*Sachson Enterprises—United Artists*)

COMPARATIVELY FEW motion pictures have been produced in France entirely in English and intended principally for the American market. There should be more as entertaining as this one. The title of "Mr. Peek-A-Boo" is as unique as the tale which it carries. It requires selling, but once sold, we predict that almost any audience will thoroughly enjoy the full 74 minutes of the production's screen-time.

A sneak preview audience in a somewhat sophisticated sector of New York's mid-80's Park-and-Madison area was hilarious over the antics of Bouvril, top French comedian, who is first introduced to American audiences, and who, as an average, rather meek French government clerk is startled to find himself endowed with the unexplainable power of being able to walk through solid walls and other more or less impenetrable objects. A novel twist, to be sure.

Arthur Sachson Enterprises is sponsoring the picture on these shores; United Artists is its distributor here; Jacques Bar—described as the 29-year-old wizard of the French motion picture industry—produced it. All may well learn soon that they are riding on a box-office "sleeper" with mighty strong word-of-mouth potentialities.

Bar's production influence and the expert direction of Jean Boyer guided the production's international cast of Americans, French and English to the conclusion of a piece of screen merchandise which has seldom been equalled by a French picture for the suitability of the American market. All hands were aided considerably by the screenplay of Boyer who had as a collaborator Michel Audiard. They worked from the short novel written by that world-known satirist Marcel Ayme.

Government clerk Bouvril gives full evidence of being delighted as he investigates the benefits derived from his ability to penetrate boudoirs, banks and bastilles through solid walls. He falls hopelessly in love with Joan Greenwood, whom he finds is a jewel thief. In order to teach her a lesson that crime does not pay, Bouvril becomes the most notorious thief in Paris, baffling the police with a wave of bank and jewel robberies in which no doors or windows are opened and no clues left, except for a cryptic message scrawled on a wall at the site of every burglary: "Peek-A-Boo." Joan refuses to pay any attention to Bouvril and he, therefore, gives himself up to the police, who are driven crazy by his popping in and out of cells through the walls. His exploits attract the attention of press and public, and of Joan, too. The happy ending comes when Bouvril gives up the loot and wins a pardon when he explains that he merely wanted to teach Joan a lesson, which he did.

The production is neither dubbed nor sub-titled. Its dialogue is fast and funny, the action is pretty much equally as rapid, and the support is quite capable. Bouvril completely steals the show. Others in the cast are Marcel Arnold, Roger Treville, Henri Cremieux, O'Brady, Craddock Monroe, Payne Williams and Charles Jarell.

Running time, 74 minutes. General audience classification. Release date, Oct. 21.

JAMES P. CUNNINGHAM

Myers Signals

(*Continued from page* 1)

groups; the Finance Committee specifically refused to exempt any type of motion picture showing and narrowed the exemptions for other types of entertainment.

The Senate usually names five conferees. They will probably be Senators George, Byrd and Connally on the Democratic side and Millikin and Taft on the Republican side. If seven men were named—as occasionally happens—the additional Democrat would be Senator Johnson of Colorado and the extra Republican would be Butler of Nebraska.

The House usually names seven members as its conferees on important tax bills. Democratic members would be Ways and Means Committee chairman Doughton (D., N. C.) and Representatives Cooper, Dingell and Mills. Republicans would be Representatives Reed of New York, Woodruff and Jenkins. Rep. Woodruff has been ailing lately and might be replaced by Rep. Simpson of Pennsylvania. The Senate group is slated to meet tomorrow to give another going-over to its bill, and then probably will have to meet again Monday to report the measure formally to the Senate. The bill will probably be taken up on the Senate floor Monday or Tuesday, with passage expected by the end of the week. The conference would then take place during the week of Sept. 24.

Exhibitors Tour For 'Movietime'

BALTIMORE, Sept. 13.—A caravan of exhibitors here will tour parts of Maryland this weekend to acquaint exhibitors with details of the "Movietime in Maryland, U.S.A." campaign.

Traveling under the banner of the Council of Motion Picture Organizations, the caravan will first visit Cumberland and then Cambridge. Led by C. Elmer Nolte, Jr., general chairman of the event, and Meyer Leventhal and Joseph Smart, co-chairmen, the party will include Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland; Jerry Adams, Milton Schwaber, Jack Levin, Leon Bach, Jack Sidney and William Allen, all of the MPTO.

Arrangements for the Cumberland meeting were made by Ray Light. Harold DeGraw will be in charge of the Cambridge gathering.

Chicago Guild

(*Continued from page* 1)

resent many AFL unions, has been retained to represent the Guild, and already has petitioned the National Labor Relations Board for recognition of the Guild as a bargaining agency for motion picture salesmen of Chicago.

Radio Deal

(*Continued from page* 1)

for a period of 13 weeks beginning Oct. 15.

O'Donnell, who has been conducting the negotiations for the series for several weeks, said that the two programs will be carried over the entire Liberty network of 450 stations for five days of each week. O'Donnell said the program will cost $1,140 weekly.

O'Donnell and Mayer Going to Coast for 'Movietime' Meet

HOLLYWOOD, Sept. 13.—Robert J. O'Donnell and Arthur Mayer will arrive by plane on Sept. 20 to attend an exhibitor meeting at the Forum Theatre on that day for the purpose of formulating plans for local participation in "Movietime U. S. A.," it became known following an off-the-record meeting of Southern California Theatre Owners Association leaders. At that meeting Sherrill Corwin, Metropolitan Theatres head, was chosen Los Angeles area chairman, with Ben Wallerstein of Warner Theatres; Marco Wolf, F. and M., and Al Hansen, independent, as co-chairmen.

Fox West Coast, which recently resigned from the SCTOA, has not indicated whether this eventuation will alter its previously-made plans to conduct its own fall campaign, as in past years, independently.

DeBra Begins 3-Month Tour Monday for 'Movietime' Drive

Supplementing the Motion Picture Association of America pledge of all-out support for the COMPO-sponsored nationwide campaign, Arthur H. DeBra, director of the exhibitor and community relations department, will make "Movietime U. S. A." the subject of a series of talks which he will deliver before Motion Picture Councils throughout the country in the next three months. He will launch his tour in Youngstown on Monday.

DeBra will solicit the aggressive support of Council members in calling community attention to the array of outstanding films being readied for release in local theatres during the "Movietime" celebration. Cooperating with him on the promotional project will be Marjorie G. Dawson, associate director of the department, as well as motion picture chairmen of the 14 national organization which participate in the previewing program.

Colosseum Leaders

(*Continued from page* 1)

that the $7 per week wage raise deal concluded with eight distributors was reached at a "secret meeting," Wynn and Beznor today declared that Zeltner "has long aspired to leadership of the Colosseum, and being unable to do so by democratic means, now seeks to achieve his aim by forming his own organization."

Apparently refusing to concede that a Chicago loge no longer exists, the two national officers said "appropriate action" on the resignation of "some members" of the Chicago unit will be taken by the national organization. Presumably this meant that the Colosseum convention in St. Louis on Oct. 27 would look into the crisis.

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Turpin at Embassy To See Fight Film

Randy Turpin, the British contender for the middleweight crown, bearing marks of the beating he took from Sugar Ray Robinson yesterday, stepped into the Broadway Embassy Theatre here to see himself in RKO's film of the fight.

However, the crowds in the theatre were so large that he and his party could not get seats and a lot of theatre patrons recognized him. Because of the commotion, Turpin left without seeing all of the film.

Biggest Fight

(*Continued from page* 1)

necessity of eliminating one or two regular shows to prepare for the fight crowd, under added costs for staff additions to handle the overflow, for printing special tickets, for extra advertising and, in some instances, such as the unfortunate experience of the State Lake Theatre in Chicago's Loop, for extensive property damage.

At the State Lake, not only were doors, booths and display cases broken but non-ticket holders stormed the theatre depriving holders of tickets purchased in advance of seats. Refunds had to be made to the latter.

Moreover, the 75-cent per ticket share to the International Boxing Club, plus line charges, Federal and local taxes and premium of Theatre Television Network, which booked the telecast for theatres, left less than established admission price for most of the theatres, to begin with.

Exhibitors carrying the telecast had to charge the experience up to "public service."

The value of that, too, was questioned in many quarters in the trade. It was pointed out that the audience for such a program is not a regular motion picture audience but a "fight" or "sports" crowd. Proof is furnished by the relatively few who remained in the theatres after the fight for the regular film program, regardless of its quality. Many of those "served" will not be back till the next bout, it was hazarded.

The "plus" factor about the whole thing, exhibitors appeared to be agreed, was that it saved theatre business throughout the nation on Wednesday night. Had the fight been on free television to homes, bars, etc., and on radio, it was conceded among theatre operators that there would have been a 50 per cent drop in attendance in all large cities throughout the country.

As it was, national and regional circuit operators uniformly reported Wednesday night theatres business, without the telecast, at "normal or better" for a Wednesday night, which ordinarily is a good business night. Strength of the film program determined the business done, some said—outstanding bills did excellent business; average programs, average for a Wednesday night. RKO, which made the deal to keep the fight off free air channels, may be thanked.

RKO's Fight Film

(*Continued from page* 1)

millions who wanted to hear it on radio and couldn't, all will want to see the picture if they can. The millions who got their accounts of the fight from the newspapers and had their appetites whetted by Turpin's—and others'—opinion that the fight need not have been stopped, will want to see the film to decide for themselves who was right.

As of today, it is doubtful whether there is a film on any theatre screen anywhere with a greater want-to-see quotient than the RKO Pathe 19-minute camera record of the Robinson-Turpin fight.

The camera work is superb throughout. Every action highlight is caught clearly and magnified for the large theatre screen. In addition, the disputed 10th round is shown in slow motion after being shown at regulation tempo.

The film leaves no doubt in the viewer's mind that Goldstein was correct in stopping the fight when he did. Audiences will be left marvelling that Turpin could absorb the punishment he took in that round without going down for the full count. The camera shows him helpless, almost paralyzed, under a continuing rain of blows of every description by Robinson, with the Englishman unable apparently to throw a single return punch and virtually helpless to protect himself from his opponent. He did roll with many of the punches but, supported by the ropes, he appeared unable to do any more than stand or lean and take it.

That is the way the film shows it. The editing could make some difference. So could the camera angle. But viewers of the film will feel that it was a humane gesture and a sensible one to stop the fight as Goldstein did.

One other slow motion sequence catches the highlights of the second round, which all three fight judges gave to Robinson, thus putting emphasis on the American boxer's performance. By contrast, the eighth and ninth rounds, which all three judges gave to Turpin, appear on the screen to be shorter than other rounds and do not include any slow motion.

Those, however, are deficiencies which do not detract from the action, excitement and saleability of the film here, although they may be, probably will be, resented in Britain and throughout the Commonwealth. Too, sports writers who witnessed the fight may, probably will, find fault with the cutting and editing of the film for the reasons above stated. That, too, should add to the controversy and the public interest in this exceptional box-office attraction.

The RKO Pathe producers have wisely held Bill Corum's commentary to a minimum, permitting crowd noises and the running instructions and admonitions to the fighters of Referee Goldstein, carry the natural burden of the vocal background. It adds both to the dramatic effect and the illusion of a ringside seat for the viewers.

Undeniably RKO Radio has a great fight film. The company gambled on getting a picture good enough to repay it for its key part in keeping the Robinson-Turpin fight away from home television and radio, which saved national theatre business on the night of the fight.

The gamble paid off. Theatres have a great attraction and RKO Radio has a well-deserved gold mine.

Ask Telecast Probe

(*Continued from page* 1)

set owners were deprived of their right to see last night's Robinson-Turpin fight, and that the House Interstate Commerce Committee should investigate the situation immediately.

Meanwhile, the House Rules Committee scheduled a hearing tomorrow on a bill of Rep. Clemente (D., N. Y.) for a special House committee to investigate all phases of organized boxing, including arrangements for telecasting of boxing matches. Clemente has already said that one of the things he wants studied is exclusive theatre telecasts of boxing matches.

Clemente also took the House floor today to demand that the House find out whether the people are being denied sports telecasts by "unreasonable restraints."

Despite Hitch, Bout Scores in St. Louis

ST. LOUIS, Sept. 13.—Despite some technical difficulties, the capacity crowd at the New Shenandoah Theatre here, the first to see a large-screen telecast in this city, acted good-naturedly when the screen went blank during the second round of the Robinson-Turpin bout.

About 1,250 patrons paid $2.40 each to see the bout. Installation of the new Paramount TV equipment was just about completed for fight time.

Delay in the second and third round was caused by the splicing of the film that recorded the telecast. In addition, the air pump that dried the film went out of order early in the fight causing film to be developed by hand resulting in a splotchy screen periodically. However, the final rounds were clear and everybody got a good view of the knockdown.

Hundreds were turned away.

TV Moving Cost Less

ALBANY, N. Y., Sept. 13.—A Fabian spokesman has denied that the cost of moving television equipment from the Palace to the Grand theatre was $20,000, as reported. The figure had first been reported in Albany papers. A spokesman said the "exact cost to us has not yet been correlated, but it will be far below $20,000."

Fight Film Gives Depinet a 'Break'

The RKO Pictures' film of the Robinson-Turpin fight opens with shots of the ringside at New York's Polo Grounds, with commentator Bill Corum preparing the audience for glimpses of celebrities. First close-up is of Ned E. Depinet, RKO Pictures president. After him come Gen. MacArthur, Gene Tunney and their ilk.

Fight Film 'Hypos'

(*Continued from page* 1)

after 1:00 P.M. Like the other Broadway houses, the Victoria, the Warner and the New Amsterdam, the two newsreel theatres maintained regular prices.

Lines formed outside the Embassy where the theatre manager described business as "phenomenal." Many patrons who were unable to get in went to the neighboring Palace which is featuring "The Basketball Fix." The 75 per cent boost in business was reported by the Trans-Lux Theatre on 49th Street.

An influx of sports fans was reported at the Warner Theatre where box-office receipts were described about 20 per cent higher. Many fight fans just saw the film which was put on the screen at 1:25 and neglected to remain for the feature, "Painting the Clouds with Sunshine."

At the Victoria

At the Victoria, the management had a little trouble because of the delay in the delivery of prints. But it was all straightened out when the theatre manager explained from the stage that the fight film will be shown as advertised at 2:30 P. M., which was a short while after the prints were delivered.

Like the other four Broadway houses, the New Amsterdam reported business good with audience reaction excellent, people applauding and roaring at the dramatic moments. All Broadway theatres where the fight was initially shown did not interrupt regular programs to insert the film.

By early nightfall, the fight film was on the screen of about 160 metropolitan houses where similar box-office results were reported. Over 1,000 other fight film prints were being delivered outside of the city yesterday, but box-office reaction, which will probably be the same as in New York, could not be ascertained by press time.

Hamilton to Blue Book

The appointment of Maxwell Hamilton as editor-in-chief of *Blue Book Magazine*, has been announced by Phillips Wyman, publisher. Hamilton succeeds Donald Kennicott who is retiring. Hamilton will leave his present position as editor of Motion Picture Magazine on Oct. 1.

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VOL. 70. NO. 54 NEW YORK, U. S. A., MONDAY, SEPTEMBER 17, 1951 TEN CENTS

Film Revenue Dropped 8% In 1950: U.S.

$1,235,000,000 Spent By Public at Theatres

WASHINGTON, Sept. 16.—Americans spent $1,235,000,000 going to motion picture theatres in 1950, a drop of eight per cent, or $100,000,000 below the 1949 figures, the Commerce Department reported today.

Spending on film admissions in 1950 accounted for a smaller percentage of total spending on recreation of all types than for any year since Commerce started making the figures available in 1929.

The 1950 spending on film admissions amounted to only 10.9 per cent of the $11,290,000,000 spent on recreation of all types. The percentage has been going down steadily in recent years, standing at 13.5 per cent in 1948 and 13.0 per cent in 1949. In

(*Continued on page* 5)

Film Future Bright, Says 'Business Week'

An appraisal of the economic state of the industry markedly better informed, more impartial and up-to-date than the erroneous article published in *Life* of Aug. 13, appears in the current issue (Sept. 15) of *Business Week*.

Keyed to the theme, "Do things right and the box-office will take care

(*Continued on page* 5)

'Collier's' Editorial To Boost Industry

An editorial reaffirming the belief of *Collier's* in the vitality of the motion picture industry will be published in the Sept. 29 issue of the magazine. It will re-state opinions expressed editorially by *Collier's* in the July 2, 1949, issue.

Also to be published in the Sept. 29 issue is Samuel Goldwyn's article, "Is Hollywood Through," in which the veteran producer expresses his confidence in a "stronger, healthier . . . more profitable" industry in the future.

Para. Now Making 10 Theatre TV Systems A Month

The production schedule of Paramount theatre television equipment has been increased to 10 sets per month, Richard Hodgson, Paramount television executive, disclosed here.

Inquiries from theatre owners who wish to install large-screen television, meanwhile, are increasing daily, Hodgson said. Despite the growing number of government controls on materials, the Paramount executive stated his company has been able to go ahead with its boosted production schedule.

Planned installations of Paramount TV equipment this fall, Hodgson said, include the cities of San Francisco, Indianapolis and Dayton. Installations in other cities are in the discussion stage, it was explained.

Hodgson also announced that a full-

(*Continued on page* 2)

Workers at Loew's, NSS Go Unionless

Three home offices, Loew's, Loew's International and National Screen Service, will not be included in the "white collar" employee elections which the National Labor Relations Board has ordered in New York, it was learned here at the weekend.

None of the three will have union representation for that classification of workers unless and until a labor organization can take two steps: (1)

(*Continued on page* 4)

Report Fight Film Doubles B.O. Take

The RKO Pathe Robinson-Turpin fight film was reported to have boosted box-office receipts here and elsewhere throughout the country as much as double the normal take.

The report, based on information received at the RKO home office, was bolstered by Norman Elson, president of the Embassy Theatre here, who said the newsreel theatre broke every record in its 25-year history on the opening day of the Robinson-Turpin fight film, playing to 5,440 persons and grossing $2,430. The Embassy seats 556 persons.

75% of Admission Taxes From Films

WASHINGTON, Sept. 16.—U. S. Commerce Department economists said at the weekend they are convinced that taxes on admission to motion picture theatres account for about 75 per cent of the Bureau of Internal Revenue's general admission tax collection total each year.

The Bureau has always refused to make available separate admission tax figures for motion picture theatres, and has lumped them together with tax collections on concerts, sports events, legitimate theatre, opera and

(*Continued on page* 5)

4 Theatre, 14 TV-Radio Projects OK'd by NPA

WASHINGTON, Sept. 16. — Four more theatre construction projects and 14-TV and radio projects have been approved by the National Production Authority.

Approvals came between Aug. 8 and 23, but were only announced today. The projects were: a $24,550 theatre in Pensacola, Fla., for Frank A. Fricker; a $25,500 drive-in for Consolidated Theatres in North Augusta, S. C.; a $42,500 theatre for Zula L. McDougald in Monticello, Ark., and a proposal by Marysville State Theatre, Inc., in Yuba City, Cal., to alter a theatre at a cost of $7,736.

The latest NPA construction approval list was filled with radio and television projects. American Broadcasting got permission to build a $600,-

(*Continued on page* 4)

Zukor Will Address 'Movietime' Meets

HOLLYWOOD, Sept. 16. — Adolph Zukor, Paramount board chairman, told the press here that his confidence in the "Movietime U. S. A." campaign is so great that he has volunteered to appear personally, wherever the Council of Motion Picture Organizations' committee designates, to address gatherings. Zukor said he believes all distributing companies should release their biggest and best pictures during the "Movietime" campaign and that Paramount intends to do so.

Zukor dwelled at length on the

(*Continued on page* 2)

Showdown on Theatre TV In Congress

Meeting Tomorrow for a Vote on Possible Probe

WASHINGTON, Sept. 16. — The House Rules Committee has scheduled a showdown vote Tuesday on whether there should be a Congressional investigation of the whole question of exclusive theatre telecasts of fights and other sporting events.

The committee on Friday held hearings on a resolution by Rep. Clemente, (D., N. Y.), to set up a special House committee to investigate all aspects of organized boxing and other sports, including the question of whether the public is being denied the viewing of boxing matches on television by "unreasonable restraints."

Friday's hearings were marked by strong criticism from Clemente and other witnesses and Rules Committee

(*Continued on page* 4)

Schedule Set for TOA Convention

A complete program of events for the five-day Theatre Owners of America convention which opens here at the Hotel Astor next Sunday was revealed at the weekend.

In the morning of the opening day, the registration booth will be ready and an executive committee meeting will be held. In the afternoon, the

(*Continued on page* 4)

'Show Boat' Set A Music Hall Record

An all-time eight-week record of $1,160,000 for the Radio City Music Hall here was set by "Show Boat," which has bowed out for the current attraction, "Captain Horatio Hornblower."

The M-G-M Technicolor musical topped the previous Music Hall box-office record feature, "The Great Caruso," for the eight weeks, although "Caruso" totaled more for its ten-week engagement. The first eight week figure for "Caruso" was $1,145,000.

Personal Mention

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will return here from Hollywood today.

•

VINCENT TROTTA, commercial artist in the film business, has become a grandfather with the birth of a girl to his son, ELLIOTT and his daughter-in-law, ELIZABETH, at Doctors Hospital, Coral Gables, Fla.

•

HETTY GRAY BAKER, censor representative of 20th Century-Fox and noted ailurophile, will have her new book, "Your Siamese Cat," published on Oct. 19.

•

JACK HARRIS, head film buyer for Walter Reade Theatres, and his wife are vacationing in Bermuda in celebration of their 20th wedding anniversary.

•

WILLIAM W. HOWARD, vice-presidetn of RKO Theatres, left here last night for Chicago and Cincinnati.

•

ROTUS HARVEY, PCCITO president, has left San Francisco for a vacation in Las Vegas.

•

B. R. WOLFE, National Screen Service division manager, has returned from San Francisco to Los Angeles.

•

VICTOR M. MORELLI, manager of the Warner Bristol Theatre, Bristol, Conn., is recuperating from surgery.

Para. Managers to Hear New Policies

The optimistic tone of Paramount's division sales managers' meeting which concluded here at the weekend will be carried to a series of branch managers meetings at the field exchanges within the next 10 days, the company reports.

Division sales chiefs who attended the three-day parley in New York will meet with their branch managers for further discussion of the sales and advertising policies arrived at here.

While here the division managers previewed "Detective Story," "My Favorite Spy" and "Silver City."

Four Major Openings Set for 'The River'

Jean Renoir's "The River," now at the Paris Theatre in New York, has been set for four major openings, in Boston, Los Angeles, New Orleans and Cleveland, it was announced by William J. Heineman, United Artists sales vice-president.

The film, which is being roadshown exclusively on a reserved-seat, twice-daily schedule, will open at the Beacon Hill Theatre in Boston on Sept. 26, the Lower Mall Theatre in Cleveland on Oct. 16, the Fine Arts in Los Angeles on Oct. 17 and the Civic in New Orleans on Nov. 20.

20th Has 14 Films Ready for Shooting

Passing the one-third mark in readying its top pictures for 1952 release, 14 20th Century-Fox films, seven of them in Technicolor, have either been completed or are currently shooting, it was announced over the weekend by the company.

Darryl F. Zanuck, vice-president in charge of production, upon his return from Europe last week announced that 16 additional top films will be launched at the studio before the end of the year.

Already finished are "Decision Before Dawn," produced and directed in Germany by Anatole Litvak, with Frank McCarthy as co-producer. "Man of Two Worlds," Technicolor production starring Tyrone Power and Ann Blyth; "The Model and the Marriage Broker," produced by Charles Brackett with Jeanne Crain and Thelma Ritter; "Viva Zapata," produced by Zanuck, directed by Elia Kazan and starring Marlon Brando and Jean Peters; "With A Song in My Heart," Technicolor musical starring Susan Hayward, David Wayne and Rory Calhoun.

Starring Dan Dailey

Also, "Pride of St. Louis," starring Dan Dailey and Joanne Dru; "Friendly Island," Technicolor musical starring William Lundigan, Gloria DeHaven, Mitzi Gaynor and David Wayne; "Red Skies of Montana," Technicolor production starring Richard Widmark and Constance Smith; and "Lydia Bailey," in Technicolor, with Dale Robertson and Anne Francis.

Currently in production are: "Phone Call from A Stranger," starring Bette Davis and Michael Rennie; "5 Fingers," directed by Joseph L. Mankiewicz with James Mason and Danielle Darrieux; "Return of the Texan," starring Dale Robertson and Joanne Dru; "Belles on Their Toes," Technicolor musical starring Jeanne Crain and Myrna Loy, and "Wait Till the Sun Shines Nellie," starring Dan Dailey, David Wayne and Jean Peters and being directed by Henry King.

Finch Promoted To Mono. Branch Head

Promotion of W. E. (Bill) Finch to Dallas branch manager, effective today, was announced here by Morey Goldstein, Monogram-Allied Artists general sales manager.

Previously, Finch was with Warner Brothers, Eagle-Lion and RKO Radio, before joining Monogram in Sept., 1949. His previous Monogram service included posts as salesman, branch sales manager and office manager.

'Prowler' Registers

Listed in MOTION PICTURE DAILY'S report on Friday of the pronounced increase in business noted by Century Circuit at its 36 theatres in this area was "The Bullfighter and the Lady" and other films, but not "The Prowler" which topped "Bullfighter" on a double bill. Century had overlooked mentioning "Prowler" in the report it issued on the business improvement.

Brylawski Names 'Movietime' Groups

WASHINGTON, Sept. 16.—A. Julian Brylawski, chairman of the Washington campaign for "Movietime U. S. A." has set the membership of the Committees to work on the drive here. It had previously been announced that George Crouch and Orville Crouch would serve as vice-chairmen, Frank Lafalce as coordinator, Lloyd Wineland, Sr., as treasurer, and Annette Umansky as secretary.

Victory Orsinger will head the committee to arrange the kick-off luncheon on Oct. 8 or 9. Brylawski announced that the members will be Jack Fruchtman, Ed Plohn and Frank Boucher.

Other committees include:

Reception, George Crouch, chairman; Fred Kogod, Sam Roth, Jerome Baker, Bernard Lust. Publicity, Vincent Iorio, chairman; Jack Foxe, Al Sherman, Bill Hoyle, Lou Brott. Invitations, Orville Crouch, chairman; Tim Claggett, Jerry Adams. Radio and television, Frank Boucher, chairman; Harry Bachman, Henry Hiser, Frank Storty. Transportation and reservations, Morton Gerber, chairman; Joseph Bernheimer, Lloyd Wineland, Jr. Talent tours, Orville Crouch, chairman; Wade Pearson, Harry Lohmeyer, Jack Foxe, Vic Orsinger, Vincent Iorio. Distribution liaison, Jerry Adams. Printing, Lou Brott. Newsreels, George Dorsey. Finance, Sidney B. Lust.

'Movietime' Buffalo Meet Draws 1,000 of Area

BUFFALO, Sept. 16.—The largest assemblage ever held in any local industry event here gathered in the Erlanger Theatre Friday to kick-off the "Movietime, U.S.A." drive. Close to 1,000 attended from all parts of Central and Western New York.

O'Donnell to Confer with Skouras on 'Movietime'

HOLLYWOOD, Sept. 16.—Robert J. O'Donnell, national director of "Movietime, U.S.A.," will confer with National Theatres president Charles Skouras on Wednesday on the possibility of NT joining the "Movietime" campaign.

Skouras is the only major local chain executive who has not indicated his intention of joining in the planning session here for the drive Thursday at the Forum Theatre. Meanwhile, the Fox West Coast Theatres, the parent body of which is NT, already has launched its fall drive separately.

Zukor Will Address

(*Continued from page* 1)

importance of the trade press in unifying the industry for the "Movietime" campaign and for conquering competition by enlightened business methods.

He said currently rising grosses warrant exhibitors in materially increasing their advertising outlay and predicted there would be resurgent advertising activity throughout the industry this fall.

Newsreel Parade

GEN. MARSHALL resigning as Defense chief and the Robinson-Turpin fight aftermath mark current newsreel highlights. Other items include Harry Gross' flight, Gov. Dewey's visit to President Truman and sports. Complete contents follows:

MOVIETONE NEWS, No. 75—Lovett succeeds Secretary Marshall. France honors Gen. Eisenhower. Harry Gross back for police trial. Greek election. Indian gods get food ration. $500,000 ball in Venice. Boxing.

NEWS OF THE DAY, No. 205—Gen. Marshall quits as Defense chief. Harry Gross vanishes. $500,000 party in Venice. Gov. Dewey at the White House. Golden Gate swim classic. Buzz bike spills. Robinson-Turpin bout.

PARAMOUNT, No. 8—Harvest Ball in Manhattan. Hollywood ceremony honors film ceremonies. People you are reading about: Robert A. Lovett, Dewey visits Truman; James G. McDonald, Ambassador to Israel; Big Three foreign ministers; Gen. Eisenhower. Robinson-Turpin interviews.

TELENEWS DIGEST, No. 37-B—Gen. Marshall resigns. Japan: USSR frees Jap P.O.W.'s. Exclusive interview with Gen. De Lattre. Venice: house warming. Germans take to air in gliders.

UNIVERSAL NEWS, No. 491 — Gen. Marshall resigns. Three-power foreign ministers meet. Atom-security. Gen. Eisenhower honored in France. Israel bond drive. Gold diggers in Holland. Ray Robinson regains title.

WARNER PATHE NEWS, No. 10—Robinson-Turpin fight. Harry Gross, N. Y. witness. Greek elections. Gen. Marshall resigns; Lovett new Secretary. Gov. Dewey visits President Truman. Harvest Moon Ball.

Rogers' Suit Vs. Republic Starts

HOLLYWOOD, Sept. 16.—Roy Rogers' suit against Republic Pictures to prevent the studio from releasing Rogers' pictures to television got under way here in Federal Court.

Rogers' counsel submitted in evidence documents represented as establishing the point that Republic's announcement that it would sell his films to TV resulted in Quaker Oats cancelling his radio show for which he had been receiving $1,750 weekly. Republic's counsel countered with the contention that the company owns all rights to his pictures made for Republic, without exception. The case, which is expected to run for two weeks, is regarded as precedental with respect to future determination of players' rights in pictures made primarily for theatre exhibition.

Para. Now Making

(*Continued from page* 1)

scale demonstration of Paramount equipment will be held at the Theatre Owners of America convention here Sept. 23-27.

Greenfield Services

Funeral services for Ben B. Greenfield, father of Felix Greenfield of Warner Brothers home office publicity department, were held Friday at Midwood Chapel in Brooklyn. Greenfield died last Wednesday.

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"THEY THOUGHT I WAS CRAZY!"

"I predicted that 'Show Boat' would top record-breaking 'Great Caruso.' It did!"

"Now I'll predict that 'AN AMERICAN IN PARIS' will top 'em all! It's the next attraction at Radio City Music Hall. Watch!"

"Crazy like a lion—that's me!"

"I've got such wonderful things for you!"

"I just previewed 'TEXAS CARNIVAL'! Box-office dynamite like 'Neptune's Daughter'."

"'WESTWARD THE WOMEN,' 'CALLAWAY WENT THATAWAY,' 'TOO YOUNG TO KISS'—just a few I'm nuts about. So will you be!"

"And 'ANGELS IN THE OUTFIELD' is something all of us can be mighty proud of."

"How're you feeling? I've never been in better form. Keep M-G-Minded. It's good for you!"

(Signed) Leo ← my paw podner

Brown Sides with Fight Promoters

Washington, Sept. 16.—The only House Rules committee member attending Friday's hearing to determine whether exclusive theatre telecasts should be investigated who did not attack such telecasts, was Rep. Brown (Rep., O.), who argued that there were "two sides to the question." He pointed out that the promoters of the fights and other events "are entitled to get the best they can out of it," and said that many sports promoters had claimed that TV was "killing their gate."

Showdown on TV

(*Continued from page* 1)

members against the exclusive theatre telecast of the Robinson-Turpin fight and other sports events. After Friday's session, Rules Committee Chairman Sabath (D. Ill.), called an executive session for Tuesday to vote on the Clemente resolution, and said that it seemed to him "all members of the Committee favored it."

However, at least one other Committee member said he thought it was still too early to say whether the resolution would be approved. "A lot of the members sound off one way and vote another," he declared.

Should the resolution be approved by the Rules Committee, it would then come up for a House vote. Senate approval would not be required.

A Rules Committee Member

Rep. Madden (D., Ind.), a Rules Committee member, started the ball rolling at Friday's hearings when he said the general public should not have been barred from seeing the Robinson-Turpin fight. He charged theatres with wanting "high prices" for the telecasts. Another committee member, Rep. Lyle (D. Tex.), called the ban on home telecasting "pretty unreasonable," and Clemente agreed.

Another witness, Rep. Machrowicz (D., Mich.), said he wanted the Committee to investigate the National Collegiate Athletic Association's restrictions on telecasting football games.

THIS IS A TEASER!

Review

"The Golden Horde"

(*Universal-International*)

SHOWMEN will find "The Golden Horde" a colorful Technicolor spectacle, designed not for critical awards, but for good merchandising and exploitation. As such this conventional romantic drama, woven against the background of the conquering armies of Genghis Khan, should make a healthy showing at the box-office.

Ann Blyth plays a Persian princess awaiting in her palace the enemy's invasion, while David Farrar, a Crusader in shining armor, is her protector. Combat, swordplay, intrigue, flights and chases surge through the picture, leaving little wanting in the nature of action.

In his conquering sweep over Asia, Genghis Khan pauses on the outskirts of Persia's capital, Samarkand. Inscribed on the city's gates is a prophecy: "He who comes to destroy Samarkand shall himself be destroyed." The plot gets underway when the Mongol leader dispatches an advance guard to overtake the city under the joint leadership of his son, Henry Brandon, and his commander, Howard Petrie. Miss Blyth proves herself quite a military strategist by eventually pitting them against one another and they destroy themselves. In the meantime Farrar and his gallant band of Crusaders destroy the remaining enemies.

When Genghis Khan finally rears up with his legions he sees the destruction about him and decides wisely to by-pass the city in the light of the prophetic inscription. Thus Farrar and Miss Blyth are left free for romantic pursuits.

Marvin Miller plays Genghis Khan with the proper scowls and menace, and George Macready is fittingly conspiratorial as the "eyes" of the Mongol chief.

Howard Christie and Robert Arthur produced and George Sherman directed. The screenplay, by Gerald D. Adams, was based on a story by Harold Lamb.

Running time, 77 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

Sen. Whittier Hits Theatre Telecasts

BOSTON, Sept. 16.—Already publicly attacked in Pennsylvania, the U. S. Congress, and elsewhere, State Senator Sumner G. Whittier of Massachusetts has protested to the Federal Communications Commission about exclusive theatre telecasts and, particularly, the barring of the Randy Turpin-Sugar Ray Robinson fight last Wednesday night from home radio and television. He stated that the general public should be considered.

In a telegram to the Commission, Whittier said, "It seems to me that an event of this importance might fall within the public domain."

New Complaint Vs. Theatre Telecasts

WASHINGTON, Sept. 16.—Rep. Widnall (Rep., N. J.) charged here on Friday that Washington Negroes had been unable to see telecasts of last Wednesday night's fight between "two outstanding Negro fighters" because RKO Keith's, the only theatre to carry the fight here, does not allow admission to Negroes.

He introduced a bill to prohibit TV programs from being shown in theatres where an admission fee is charged and where any person seeking admission is refused on grounds of color, race or creed.

Academy Considering Offer to Have Awards Event Televised

HOLLYWOOD, Sept. 16.—The Academy of Motion Picture Arts and Sciences discloses that it has received a proposal from Nathan L. Halpern for televising the next Academy Awards event to Theatre Network Television, and has held one exploratory meeting of its board of governors which resulted in a decision to refer the proposition to company presidents in New York for consideration of the various thorny angles, including their attitude toward allowing contract players to appear on video. The Academy will take no further steps pending the receipt of the company heads' findings.

NPA OK's Projects

(*Continued from page* 1)

000 addition to its radio and television studio in San Francisco. NBC got approval for a $275,000 TV studio, a $108,900 film projection studio and a $40,000 TV studio remodeling project, all in New York, and for a $229,000 TV studio in Chicago.

Other approvals were a TV studio for Central N. Y. Broadcasting Corp. in Syracuse; radio and TV facilities for Triangle Publications, Inc., in Philadelphia; a radio tower for Sunbury Broadcasting Corp. in Sunbury, Pa.; a TV tower for Eastern Radio Corp. of Reading, Pa.; a broadcasting station for Prairie Broadcasting Co. of Aberdeen, Miss.; a radio station for the Air Mart Corp. of Oak Ridge, Tenn.; a radio station for WFVC, Inc., near Alma, Mich.; a UHF TV station for John H. Poole of Mt. Wilson, Cal., and new radio and TV studios for John T. Griffin of KOMA, Inc., Oklahoma City.

Go Unionless

(*Continued from page* 1)

show the NLRB that 30 per cent of the employes in the office have signed with the union, and (2) win an election for collective bargaining representation.

IATSE Motion Picture Home Office Employes Local No. H-63 on Friday showed the NLRB office here that it had the required 30 per cent at RKO Service Corp., RKO Pictures, Columbia, Columbia International, 20th Century-Fox, 20th-Fox International, 20th-Fox's New York exchange, and United Artists' exchange. The local could not, however, claim the required percentage at Loew's, Loew's International or National Screen Service.

Up Kubaschewski

Hans Kubaschewski has been promoted from sales manager to general manager of Warner Brothers' office in Western Germany.

Circuit Employes 'Must' Attend TOA

In order that all of their managers, purchasing agents, maintenance men and engineers become cognizant of late developments in the equipment, concessions and service fields, circuit operators will give their employes a day off to attend the Theatre Owners of America convention and trade show, Sept. 23-27.

The first two circuits who will make it "mandatory" for employes to attend the show are the Walter Reade Theatres and Brandt Theatres.

TOA Convention

(*Continued from page* 1)

equipment and concession trade show opens and in the evening, there will be cocktails and dinner for the executive committee.

On the following day, there will be a directors' meeting in the morning, followed by a lunch. The first business session will get underway in the afternoon, while the evening of the second day has been held free for the delegates.

On Sept. 25, the agenda calls for individual committee meetings, lunch for all TOA registrants, and individual committee meetings will resume in the afternoon. During the evening, there will be a "Showboat" party.

On Sept. 26, the second business session will get underway in the morning and the third business session will be held in the afternoon, interrupted by a lunch for all registrants. That day, too, will be a free evening for delegates and their wives.

On the final day, the fourth and fifth business sessions will be held, to be followed by a cocktail party in the evening which will be topped off by the TOA president's dinner and dance.

Set TOA Nominating Group This Week

Theatre Owners of America is due to announce this week the nominating committee which will select a new slate of officers, including a president, to succeed Sam Pinanski, for the consideration of the annual convention to be held at the Hotel Astor here, Sept. 23-27.

At the weekend, six business sessions chairmen were named for the convention and the trade show which will accompany it.

Announced by Si Fabian, convention chairman, the six are: Walter Reade, Jr., executive committee meeting, afternoon and evening session, Sept. 23; Mitchell Wolfson, first business session, Sept. 24; Arthur H. Lockwood, second business session, Sept. 26; J. J. Leary, third session, Sept. 26; Max Connett, fourth session, Sept. 27; John Balaban, fifth session, Sept. 27.

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Film Future

(*Continued from page* 1)

of itself," the article in *Business Week* takes early note of the increase in theatre attendance which was under way two months before the *Life* article was published. Also, *Business Week* is accurate enough not to repeat the mistake made by *Life* in attributing the industry's major ills to television. It notes that, as industryites agree, television has affected attendance, but gives it no more than the minor role it deserves in the recent pattern of industry economics.

Business Week expounds an interesting social theory to which it attributes much of the theatres' loss of patronage since the war—the fact that so many men and women of the 19-to-25 age group, comprising theatres' most regular normal patronage, were in service from 1941 to 1946 and, upon leaving it, a large percentage of them married and raised families immediately. With rising living costs and the availability of goods which were off the market during the war, many of these new families were unable to afford movies, *Business Week* says. Those who could, chose drive-ins to save baby-sitters' and parking or transportation costs.

The article points out that such families now are coming to a more prosperous economic state and their children are attaining an age at which they, too, can go to the movies. It looks for this trend to continue and contribute impetus to box office prosperity in coming years.

Film Revenue Dropped 8%

(*Continued from page* 1)

earlier years, the percentage ran anywhere from 15 per cent to over 25 per cent.

Dollarwise, spending on motion picture theatre admissions hit the high point in 1946, when it amounted to $1,512,000,000. However, this was not the high point percentagewise—percentages in several earlier years were higher. The dollar figure dropped to $1,407,000,000 in 1947, to $1,364,000,000 in 1948, and to $1,342,000,000 in 1949.

Big gainers in recent years have been radio and television, sporting goods, boats and pleasure aircraft and magazines, newspapers and sheet music. The total spent on radio and television receivers and phonographs and records went from $399,000,000 in 1945 to $1,753,000,000 by 1948 and on to $1,992,000,000 in 1949 and $2,848,000,000 last year. Spending on radio and TV repair rose proportionately.

The Commerce figures were part of the Department's annual supplement to its Survey of Current Business. The new supplement gave figures for 1950 for the first time, along with revised figures for 1948 and 1949.

Most of the other figures in the supplement also painted the industry's decline in 1950, reporting that corporate sales, profits, dividends and other key economic indicators were all down from 1949.

Income of film corporations after federal and state income and excess profits taxes, for example, was down in 1950 to $82,000,000, from $99,000,000 in 1949 and a peak of $187,000,000 in 1946. The 1950 total was the lowest since 1942, although the revised 1948 figure was only a shade above 1950, standing at $83,000,000.

Income before taxes in 1950 was put at $142,000,000, compared with a 1946 peak of $322,000,000 and 1948 and 1949 totals of $158,000,000 and $166,000,000 respectively. Tax liability was down to $60,000,000 last year, compared with $67,000,000 the year before and $75,000,000 in 1948. The industry's highest tax payments came in 1943 and 1944, when they stood at $156,000,000 each year.

Net corporate dividend payments, which hit a peak of $64,000,000 in 1946, were down to $38,000,000 last year, according to the Commerce Report. The 1947 figure was $61,000,000, the 1948 figure $55,000,000, and the 1949 total $40,000,000.

Corporate sales, which on the Commerce Department books hit their peak in 1947 with a total of $1,942,000,000, fell in 1948 to $1,914,000,000, in 1949 to $1,883,000,000 and last year to $1,732,000,000.

The Commerce report said that the film industry contributed $874,000,000 to the U. S. national income last year. National income is the sum of all the costs incurred by the industry in producing its service. In the two previous years, 1948 and 1949, the film industry contributed $904,000,000 and $908,000,000. The peak was $1,116,000,000 in 1946.

Other new figures put out by the government today were these:

Wages, Employment: The industry paid $651,000,000 in wages and salaries last year, compared with $655,000,000 in 1948 and $657,000,000 in 1949. Another $32,000,000 last year went into supplements to wages and salaries—social insurance payments, pension and welfare fund payments and the like. The 1948 figure was $26,000,000 and the 1949 figure $28,000,000. There were 223,000 full-time equivalent employes last year, compared with 225,000 in each of the two preceding years. The average number of full-time and part-time employes fell from 249,000 in each of the two preceding years to 247,000 last year. Average annual earnings per full time employe stood at $2,919 last year, little different from the $2,911 paid in 1948 and the $2,920 in 1949.

The report estimated there were 235,000 persons engaged in production in the industry last year, compared with 237,000 in each of the two earlier years.

Unincorporated firms: Last year, there were 12,000 active proprietors of unincorporated enterprises in the industry, the same approximate figure as in 1948 and 1949, according to the report. Income of unincorporated enterprises was put at $50,000,000 last year, compared with $61,000,000 in 1948 and $54,000,000 in 1949.

Undistributed income: Industry corporations retained for expansion and other uses $44,000,000 of their income last year, compared with $28,000,000 in 1948 and $59,000,000 in 1949.

75% of Taxes

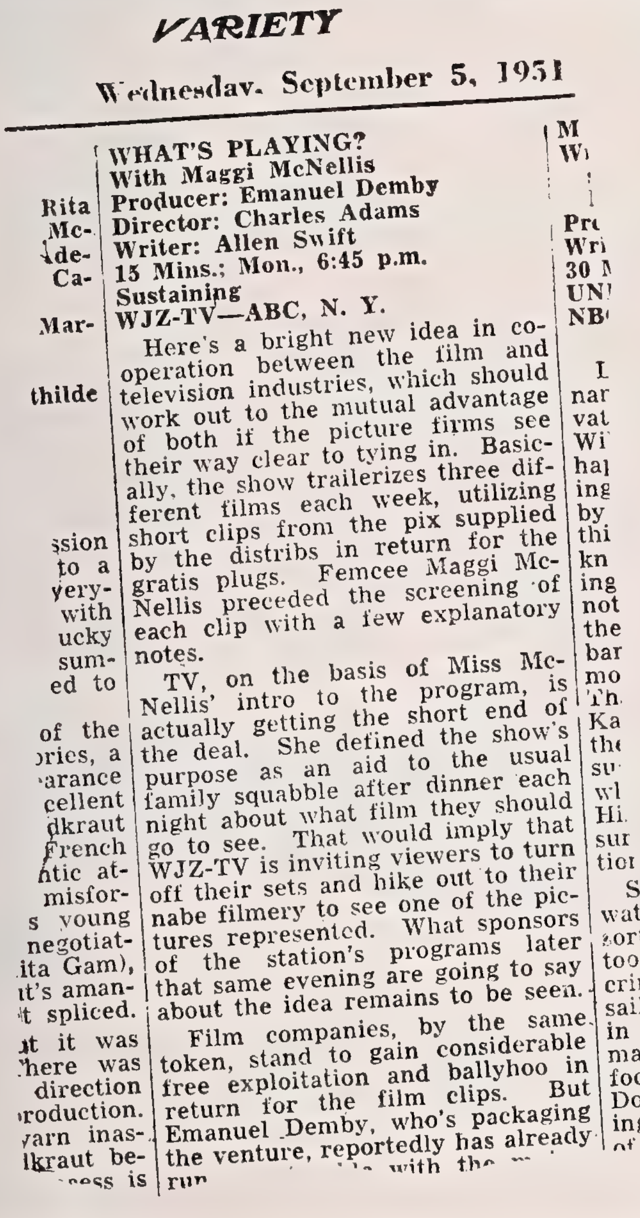
(*Continued from page* 1)

other spectator entertainment. Ignorance of how much of the total is accounted for by motion picture theatres has made questionable the value of the tax collection figures as a guide to box-office gross.

Commerce Department

Commerce Department economists and statisticians, however, after studying and working with figures from the Bureau, from the companies, from Census Bureau figures and other sources, now say they are confident that 75 per cent is an accurate figure to use in estimating how much of the total is accounted for by film admissions.

The Commerce officials cautioned, however, that this 75 per cent figure must be applied over a long period.



VARIETY

Wednesday, September 5, 1951

WHAT'S PLAYING?
With Maggi McNellis
Producer: Emanuel Demby
Director: Charles Adams
Writer: Allen Swift
15 Mins.; Mon., 6:45 p.m.
Sustaining
WJZ-TV—ABC, N. Y.

Here's a bright new idea in cooperation between the film and television industries, which should work out to the mutual advantage of both if the picture firms see their way clear to tying in. Basically, the show trailerizes three different films each week, utilizing short clips from the pix supplied by the distribs in return for the gratis plugs. Femcee Maggi McNellis preceded the screening of each clip with a few explanatory notes.

TV, on the basis of Miss McNellis' intro to the program, is actually getting the short end of the deal. She defined the show's purpose as an aid to the usual family squabble after dinner each night about what film they should go to see. That would imply that WJZ-TV is inviting viewers to turn off their sets and hike out to their nabe filmery to see one of the pictures represented. What sponsors of the station's programs later that same evening are going to say about the idea remains to be seen.

Film companies, by the same token, stand to gain considerable free exploitation and ballyhoo in return for the film clips. But Emanuel Demby, who's packaging the venture, reportedly has already

At No Cost To You—TV'S Newest Program, Can Help Sell Your Movies

"WHAT'S PLAYING"

starring Maggi McNellis

Soon to Be Syndicated Nationally

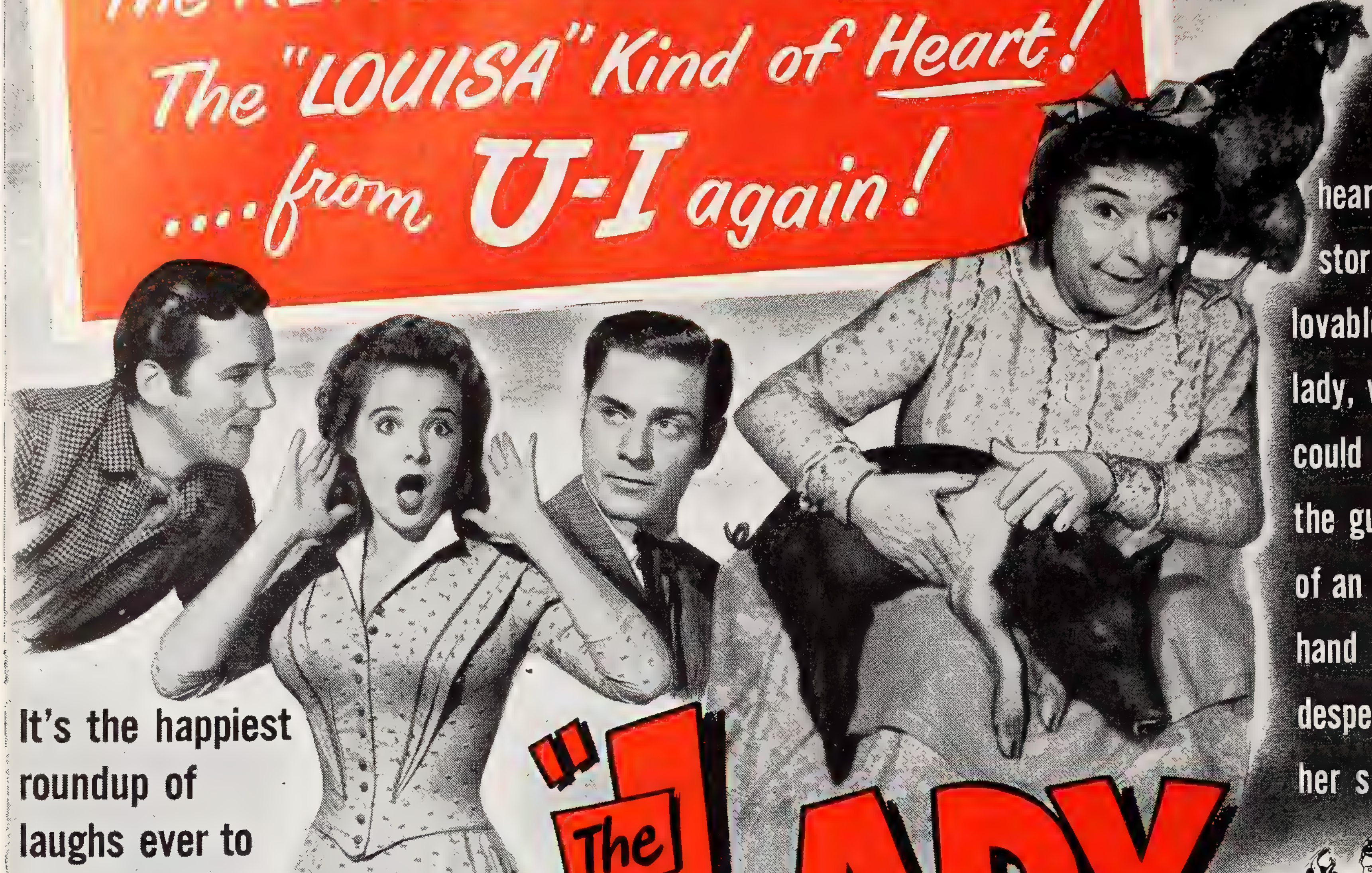
NOW on WJZ TV, Mon., Wed., Fri., 6:45-7:00 P. M.

Showcases Your Films • Features Your Stars
SELLS YOUR PICTURES

For information how "WHAT'S PLAYING" can help sell your movie at no cost to you

CONTACT
THE DEMBY COMPANY
34 EAST 51 STREET, NEW YORK CITY. PLaza 9-2495

The "KETTLES" Kind of *Fun*!
The "LOUISA" Kind of *Heart*!
....from U-I again!



It's the happiest roundup of laughs ever to riot the range!

The heartwarming story of a lovable little lady, who could charm the gun out of an outlaw's hand or brand a desperado with her smile!

"The LADY FROM TEXAS"

COLOR BY TECHNICOLOR

Starring

HOWARD DUFF
MONA FREEMAN
JOSEPHINE HULL

That laughable lady from "Harvey" in her first role since winning her 1950 Academy Award.

with
GENE LOCKHART · CRAIG STEVENS · JAY C. FLIPPEN

Universal International

Screenplay by GERALD DRAYSON ADAMS and CONNIE LEE BENNETT • Directed by JOSEPH PEVNEY • Produced by LEONARD GOLDSTEIN • A Universal-International Picture

U-I.. THE BEST FRIEND YOUR BOX-OFFICE EVER HAD!

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 55 | NEW YORK, U. S. A., TUESDAY, SEPTEMBER 18, 1951 | TEN CENTS

Presidents to Confer Today On Exposition

May Reach Decision on Request for Financing

The presidents of Motion Picture Association of America member companies will meet at the MPAA office here today to attempt to reach a decision on the request by a New York exhibitor group that the Association supply $400,000 to finance the "Movietime U.S.A." exposition which is planned for the Grand Central Palace here in March.

Whether the presidents, meeting as the executive committee of the MPAA board, will be able to reach a decision today, was a matter of speculation yesterday. Said an MPAA spokesman: "It's a lot of money, and they may not have had sufficient time to think it over."

Last Wednesday, when the executive group received the request from the exhibition committee, it was indicated that conferences would have

(*Continued on page* 6)

NY Grosses Offer Harbinger of Healthy Fall B. O.

A harbinger of healthy fall business is being experienced at most Broadway first-run theatres this week, aided by weekend weather which started out with rain Saturday morning, but became a mixed blessing when Indian summer reigned Sunday.

Seven new films will be ushered in along Broadway this week on top of the three which made their bow last week and racked up excellent business. "Captain Horatio Hornblower"

(*Continued on page* 10)

Foreigners Aiming More to US Market

Foreign film circles are intensifying efforts to get better reception of their production in this country, Henry Souvaine, head of Souvaine Selective Pictures, declared here yesterday.

Souvaine, who has just returned from six weeks abroad, said the new Italian film unit which will promote

(*Continued on page* 6)

31 Pages in 2 Magazines Boost Hollywood Product

A total of 31 picture pages in current issues of two national magazines—*Coronet* and *People Today*—is devoted to the Hollywood story and discussion of the strength and entertainment value of Hollywood product.

In its September issue, now on the stands, *Coronet* gives 16 pages to an impressive picture feature titled: "Milestones in the Movies," with a lead caption which says: "Invariably . . . the restless, creative minds of the industry—script writers, directors, actors, producers—have opened up unexplored fields. Drama and comedy, realism and fantasy, hope and despair—all these have passed before the whirring cameras."

People Today, Hillman Periodicals' pocket-size "headline magazine," takes 15 pages of art and text for its Oct. 10 feature, on the stands Sept. 26, titled: "Hollywood: Lively Corpse." The feature reviews unwavering public interest in Hollywood product, and blasts the false myth of "foreign film superiority." It quotes the "not-too-friendly team of British investigators," the reporter-photographer combination of Lionel Birch and K. Hutton, as finding that the best films in the world are produced by Hollywood, and also declaring that "A Place in the Sun" is "the best film ever made." Following close on the heels of the *Coronet*

(*Continued on page* 10)

Cleveland Salesmen Accept $7 Pay Hike

Cleveland, Sept. 17.—The local loge of the Colosseum, the guild of film salesmen, has accepted the agreement made by the national organization for a $7 weekly pay hike and an increase of $1 a day expense allowance, it is learned here.

So far as is known, the loge here is the first of the regional groups to indicate acceptance. The Chicago loge protested the amount as being too little and because of that has seceded from the parent group and formed its own union.

British Clamor for RKO's Fight Film

London, Sept. 17.—RKO Radio's London office is swamped with requests for bookings of the Robinson-Turpin fight picture, with at least 750 firm dates already set.

All major circuits, including independents, had booked the film in advance of the fight but its dramatic ending brought forth an avalanche of additional bookings. Two dupe negatives and a print reached here by plane Friday morning. Denham Laboratories went to work immediately and turned out 241 prints over the

(*Continued on page* 10)

Poses Legal Query In N.J. TV Tilt

Asking for "citations" and "authority" under which the New Jersey State Boxing Board could legally tax theatre telecasts of fights, the Reade circuit yesterday agreed to a conference with the state's boxing commissioner, Abe Greene.

Walter Reade, Jr., president, responded to Greene's letter notifying the circuit that a five per cent tax would be imposed on the televising of the Robinson-Turpin bout at Reade's St. James Theatre, Asbury

(*Continued on page* 10)

61 Buy 100 Booths For TOA Meeting

With the entire exhibit area completely sold, according to S. H. Fabian, general chairman of the Theatre Owners of America convention and trade show, manufacturers, concessionaires and service organizations have bought 100 booths in the grand ball room of the Hotel Astor, in the first New York theatre and trade show in 40 years, which will run from Sept. 23 through Sept. 27.

The United Nations, COMPO, the Variety Clubs—Will Rogers Mem-

(*Continued on page* 10)

Tells of 'Red' Bid To Utilize Screen

Hollywood, Sept. 17.—Harold J. Ashe, who described himself as a free lance magazine writer and a one-time Communist Party organizer for the California area, dwelt at length on the party's plans for infiltrating the production branch of the industry with the view of making the screen its

(*Continued on page* 6)

Theatre Video Defense Test Is A Success

Four-City Hookup by US Highly Satisfactory

Washington, Sept. 17.—The possibility of using theatre television as a key-training medium for Civil Defense and other purposes loomed larger than ever today following a highly-successful test on Saturday.

An estimated 11,000 Civil Defense workers and civic leaders went to theatres in four cities, Washington, New York, Philadelphia and Baltimore, to watch training films and lectures on Civil Defense. Then, through use of a special telephone hook-up, the audiences asked questions which were heard in all of the theatres and were answered bv Civil Defense officials in the Washington TV station where the program originated. The test was sponsored by the Federal Civil Defense Administration and the theatre industry.

Audiences were asked to fill out questionnaires expressing their views on the success of the new medium. Civil Defense officials expect a highly

(*Continued on page* 10)

NEWS FLASHES

The election of a new Theatre Owners of America president at the organization's annual convention here, Sept. 24-27, will be a "wide open and democratic" procedure, to the extent that even nominations will be welcomed from the convention floor, Gael Sullivan, TOA executive director, reported here yesterday. The nominating group will be announced this week.

•

WASHINGTON, Sept. 17.--Nov. 1 is expected to be the effective date for any changes made in the admission and photographic excise taxes by the pending tax bill, with a House-Senate combined version going to the President by Oct. 21 for his signature.

Senate Ratifies 3 Tax Treaties

WASHINGTON, Sept. 17.—The Senate today ratified tax treaties that will end double taxation of film rentals in Ireland, Switzerland and Norway.

At present, rentals are taxed both in those countries and in the U.S. Under the new treaties, they would be exempt in the three countries and and taxed only in the U.S.

The Senate also approved a recommendation of its Foreign Relations Committee that the U. S. Government insist on clauses in tax treaties with four countries that would lighten the taxation of stars and other entertainers who make personal appearances in those countries. The countries are the Union of South Africa, Switzerland, Canada and New Zealand. At present, entertainers are taxed by these countries for any earnings there, no matter how briefly they are in the country. The Senate today said the U.S. should demand that these four countries make the entertainers subject to tax only if they are in the country for more than half the year—the tax treatment now afforded businessmen.

WASHINGTON, Sept. 17.—The Senate Finance Committee hopes to report out tomorrow its version of the 1951 tax bill. Senate debate on the measure would then start Wednesday.

Bresslers Settle Percentage Actions

CINCINNATI, Sept. 17.—Three percentage actions brought by distributors involving Woodrow and Ruth Bressler, operators of the Dayvue Theatre in Dayton, Ky., have each been concluded upon the filing of a stipulation to the effect that the defendants had satisfactorily adjusted the matters in controversy. The actions had been filed by Columbia, RKO Pictures and Loew's.

Evans L. DeCamp of the Cincinnati law firm of Paxton and Seasongood, represented the distributors, with Sargory and Stein of counsel.

Rhodes, Shields Form Partnership

ATLANTA, Sept. 17. — Herman (Dusty) Rhodes, former general manager of Dixie Drive-in Theatres in Georgia, North Carolina and Florida, and I. Shields, former district manager for Georgia Theatres, have formed a partnership to open more drive-in theatres. Their first will be the Victory near Columbus, Ga., with space for 700 cars.

Sam Harris Due Here Next Month

Sam Harris, publisher of *The Cinema*, British trade journal, is arriving in New York by air on Oct. 4 and will proceed to Hollywood on Oct. 11.

Harris has been associated with trade journal publishing and theatre real estate trading for more than 40 years. This is his first visit to the United States since 1939.

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Detroit today.

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WILLIAM SATORI, Monogram International's Continental European representative, has arrived in New York to join the home office executive staff as personal assistant to NORTON V. RITCHEY, company president.

•

MRS. I. E. LOPERT and her daughter, TANYA, wife and daughter of the head of Lopert Films, will arrive here from Europe on the *S. S. Liberte* on Monday.

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HERBERT LYONS, former branch manager for RKO Theatres in Atlanta, is now the sales representative for United Artists in St. Louis.

•

RUBE JACKTER, Columbia's assistant general sales manager, will go to Cleveland today on a short business trip, from New York.

•

JOSEPH SHULMAN, of Shulman Theatres, Hartford, and his wife have returned from a five-week European vacation.

•

ARMAND DEUTSCH, M-G-M producer, is scheduled to arrive here from the Coast next week.

•

HERMAN M. LEVY, general counsel to Theatre Owners of America, will arrive in New York today from New Haven.

•

MAURICE A. BERMAN, director of public relations for Universal Pictures, left New York yesterday for Charleston, West Virginia to attend the annual convention of the West Virginia Allied Theatres Association at the Daniel Boone Hotel where he will be one of the speakers.

•

JOE JOHNSON of the Plaza Theatre, St. Petersburg, Fla., has been discharged from Mayo Brothers Hospital, Rochester, Minn., and is now at home.

•

MEL HABER, co-manager of the Miracle Theatre in Coral Gables, Fla., is now at his home recuperating from an illness.

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HARRY RAFKA of Cleveland, has assumed his old job as manager of the Mall and Lower Mall Theatres.

•

HALSEY RAINES, M-G-M home office publicist, returned to New York yesterday from London.

•

ABE OLMAN, general manager of M-G-M's music activities, has left here for the Coast.

Rank-Fuller Feud In CEA Spills Over

LONDON, Sept. 17.—Long-smouldering differences between J. Arthur Rank's Circuits Management Association and W. R. Fuller, general secretary of the Cinematograph Exhibitors Association, appear to be headed for a showdown.

Dissatisfaction of the Rank theatre organization was brought into a CEA committee meeting recently by R. H. Dewes. It was addressed at Fuller's conduct of the recent entertainment tax campaign with the criticism that Fuller favored independent exhibitors at the expense of the circuits in the course thereof.

The committee will send copies of the complaint with Fuller's reply to its branches. Many exhibitors sense the danger of a split in CEA's ranks, which heretofore Fuller has held together with a nice balance between circuits and independents.

Levey Talks Film Deal With Italians

Jules Levey, whose Italian-made "Fabiola" has just had its Irish and English premieres, has completed a series of meetings with Italian government officials and Italian producers on films designed for export to the United States and has left Italy for Israel.

While in Italy, Levey was a guest of Dr. Avv. Eitel Monaco, head of the Italian government film authority, with whom he conferred on the question of Italian government participation in financing of production aimed at American box-offices.

Johnston May Sign UK Pact in London

LONDON, Sept. 17.—The possibility that Eric Johnston may sign the new Anglo-U. S. film remittance agreement for the American industry during his forthcoming visit here has been suggested in official quarters.

Signing originally was expected to take place in Washington but other commitments left neither Chancellor of the Exchequer Hugh Gaitskell nor Sir Hartley Shawcross, president of the Board of Trade, available. Johnston is expected here in the course of an official European tour he is making in his capacity as Economic Stabilization Administrator. The remittance pact is scheduled to become effective Oct. 1.

Kreisler Meets with British Producers

LONDON, Sept. 17.—Bernard Kreisler of the Motion Picture Association of America met with independent producers here to describe service available through his MPAA department to producers seeking an American outlet.

The services, Kreisler said, range from advice on American film imports, introductions to responsible distributors, guidance on theatre situations appropriate to a given picture and on censorship problems. In addition to indepednent producers, those present included Major Reginald Baker, president, and Sir Henry French, director-general of the British Film Producers Association.

Levin Associates Set Service Plans

CHICAGO, Sept. 17.—Jack H. Levin Associates, the national organization designed to provide accurate reports of theatre operations to management, held its first annual convention here over the past weekend with representatives in attendance from all over the country.

Feted At a Luncheon

Levin, who founded the Copyright Protection Bureau and Confidential Reports, Inc., was feted at a luncheon here yesterday at the Stevens Hotel, upon the completion of 30 years of service to the motion picture industry. Guest speakers at the luncheon were Jack Kirsch, president of Allied of Illinois, and Arthur Simon of the radio-television industry.

The company plans to offer its services to theatres on a yearly contractual basis, rendering at least 50 confidential reports per year on each theatre direct to its owner or the top executive of the chain which operates it. The annual cost will be from $200 to $250 per theatre, depending on its size and type of operation. Also in attendance at the meeting were the district managers, all of whom have been with Levin in his past associations with the film industry.

Century Dinner for Westrex Executives

Century Projector Corp. will entertain representatives of Westrex Corp. at a dinner this evening at the Astor Hotel, New York City.

Those attending the dinner: W. D. Hausler, vice-president and general manager of Century Projector, and E. S. Gregg, vice-president and general manager of Westrex, their company managers, and recording specialists from the United States, Asia, South America, and Europe who are in New York to discuss sales and reviewing of equipment for motion picture theatres and studios, teletype, teletype-setter, radio, telephone, television and other electronic apparatus.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

THINGS are picking up, all over. After one of the longest lay-offs in theatrical history, an unusual actor has come out of retirement, renewed his Equity card, and gone to work as ballyhoo for "The Day the Earth Stood Still," at the Mayfair Theatre here. He is "Electro"—the mechanical man, who hasn't had a day's pay since the World's Fair closed in 1939. The eight-foot, 260-pound, walking, talking automaton has had a tough time keeping himself in brass polish these past 12 years. Westinghouse has been keeping him, since they created him in the first place, but if you ask him, it's good to be back at work again.

In the 20th Century-Fox film, the character, "Gort," is a mechanical man, no relative, and not as smart as "Electro," who can talk, if you ask him the right questions. For the job in the lounge of the Mayfair, "Electro" will bring along his robot-dog, "Sparko," and will give out with inspired publicity on the science-fiction business. Someone at 20th Century-Fox had a long memory and a bright idea for something new in ballyhoo.

•

The Maggi McNellis show, "What's Playing," on WJZ-TV, broke precedent by devoting its entire program of last Friday, Sept. 14, to a discussion of "The Well"—a powerful United Artists film which will have its world premiere at Loew's State Theatre, on Broadway, on Sept. 26.

•

September's Cosmopolitan, *now on the stands, carries an unusual coverage of motion picture subjects, and it also includes a new departure, as a house feature in the front of the book, "My Favorite Druggist," written by Louis Bromfield. The fact that a distinguished author writes interestingly of a Main Street merchant is sufficient to raise the point, when will* Cosmopolitan *include "My Favorite Motion Picture Theatre Manager" in the series? When COMPO recently referred to a national magazine article about a theatre manager, they had to go back to a story written about George Peters, manager of Loew's Theatre in Richmond, Va., in the* Saturday Evening Post, *back in* 1947. *What this industry needs is more national magazine articles about theatre managers along Main Street.*

•

The October *Outlook* contains an important feature article, "The Nancy Sinatra Story," written by Jim Henaghan, illustrated in color, and covering five pages. It tells of the least publicized member of a much-publicized trio. Her story is one of dignity and courage, as she continues her fight for her rights and happiness. The sub-head of the piece reads, "Out of the dreams of young love came the nightmare of disillusionment. Then a patient woman had to learn a greater patience."

•

Jerry Wald and Norman Krasna have expended a total of $225,000 in national magazine advertising for "The Blue Veil," reaching a combined circulation of 55,000,000 readers. Heavy national magazine coverage will be backed up by a proportionate campaign in newspapers, and by outdoor advertising, radio and television. National magazines that will carry "The Blue Veil" ads in November issues include *Look, Collier's, Saturday Evening Post, Woman's Home Companion, Good Housekeeping, McCall's* and *Parents' Magazine.* With such extensive coverage, it is likely that Wald and Krasna will now exceed the previously announced $750,000 budget for advertising their two initial RKO-Radio releases, "The Blue Veil" and "Behave Yourself."

•

Paramount has completed an extensive tieup with Whitman's candy to promote "Here Comes the Groom," which opens at the Astor Theatre, on Broadway Thursday. The large-scale campaign includes 250 *window displays in key locations and* 500 *counter displays.*

•

Start-press proofs of the October issue of the magazine *Seventeen* show good coverage of current motion pictures in both advertising and text pages. "Saturday's Hero" is named "Picture-of-the-Month" and gets top billing among seven films reviewed. Full-page advertising for "A Place in the Sun" (Paramount); "Saturday's Hero" (Columbia); "Behave Yourself" (RKO-Radio), and "Sunny Side of the Street" (Columbia) appears in the issue.

•

Success of the "pin-point" promotion campaign in Kansas City for "Behave Yourself" has prompted Jerry Wald and Norman Krasna to repeat this type of advertising in Los Angeles and subsequently in Boston, Washington, Columbus and Atlanta. The campaign concentrates all advertising, exploitation and publicity guns in one area for a period of time, rather than attempting to blanket the country with a "shot-gun" approach.

—WALTER BROOKS

SPG Units Vote For Strike Fund

The Screen Publicists Guild unit at Columbia yesterday voted to collect a strike fund. The amount will be 10 per cent of salaries, while 20th Century-Fox's SPG unit has voted to collect 15 per cent fund for the same purpose.

Although there is no talk of strike at the present, it is the intention of the units to build up a fund in case of such an eventuality. Contracts are not due to expire until the end of October.

Para. Holds Forum For Editor Group

DENVER, Sept. 17. — A forum on motion picture publicity will be conducted today by Paramount for the Association of Sunday Newspaper Editors currently holding its annual convention here.

Representing the studio, which was invited to the conclave by Ed Strong, president of the association, will be publicists Rufus Blair and Bill Cunningham, former Sunday editor of the *Columbus Dispatch,* producer Bill Pine, himself a former newspaperman, and star John Payne. They will read several prepared papers on all phases of film publicity, and will also conduct an open question and answer session.

Says DPOWA Quits Election at Para.

Distributive, Processing and Office Workers of America (District No. 65) has withdrawn from the collective bargaining election which will be held Thursday among the "white collar" workers of the Paramount home office, it was reported here yesterday by Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63.

Moss pointed out that with the withdrawal of DPOWA, the choice on the ballot will be between the "IA" local and "no union." The rival union, he said, already had been granted a place on the ballot by the National Labor Relations Board when it withdrew.

When the United Office and Professional Workers of America, which once was in the CIO, was absorbed by DPOWA, the Screen Publicists and Screen Office and Professional Employes guilds, UOPWA units, went along. The DPOWA withdrawal, therefore, has the effect of removing SOPEG and SPG from the ballot.

Fitzgerald Services

CLEVELAND, Sept. 17.—Services were held here Friday for John Fitzgerald, 64, one of the founders of Local No. 160, IATSE and president of the local since 1946, who died of a heart attack.

Zeltner Hurls New Charges Vs. Beznor

CHICAGO, Sept. 17.—Harold Zeltner, temporary president of the newly organized Motion Picture Salesmen's Guild of Chicago, today answered the assertion by H. B. Wynn and David Beznor, president and counsel respectively of the Colosseum of Motion Picture Salesmen, that he (Zeltner) "has long aspired to the leadership of the Colosseum of Motion Picture Salesmen, and being unable to do so by democratic means, now seeks to achieve his aims by forming his own organization."

"If this were true," said Zeltner in his reply, "I would not have declined the opportunity of running for national president at the forthcoming convention, which was offered to me by several members of the Colosseum. I declined because I had no desire to be associated with Mr. Beznor.

Grengs Charges Film 'Freeze-out'

MADISON, Wis., Sept. 17.—Suit has been filed in Federal Court here by Sheldon Grengs charging Fox circuit theatres and major distributors with collusion in keeping top product from being made available to the Hollywood Theatre at Wausau, during the period of 1942-45.

Named in the anti-trust action are Fox Wisconsin Corp., Fox Valley Corp., Fox Wisconsin Amusement Co. and major distributors, including Universal, Columbia, United Artists, 20th-Fox, Loew's, Paramount, Warner and RKO Pictures.

Grengs, who now operates out of Eau Claire, Wis., sold the house to Ben Berger and associates.

6 Per Cent Ceiling On Wage Increases

Washington, Sept. 17.—The Salary Stabilization Board today issued an order placing a six per cent ceiling a year on the total merit and length of service increases which an employer may grant.

The six per cent ceiling would apply to run-of-the-mill salaried workers, not to talent personnel. Studios could go on paying the latter under customary practices, pending a report of a special committee on talent salaries.

Initial Para. Field Parley Opens Today

With Hugh Owen, Paramount Eastern and Southern division manager, in attendance, the first meeting of the company's field sales organizations following the recent home office parley will be opened today in Dallas and continue through Saturday. A. W. Schwalberg, Paramount Distributing Corp. president; E. K. O'Shea, vice-president, and Jerry Pickman, advertising-publicity director, also plan to be on hand for the field meetings.

Second series of meetings will be held in Dallas Sept. 21-23, and the Western division will meet in Los Angeles Sept. 24-26. The Central Division will meet in Chicago Sept. 28-30, while the Eastern portion of Owen's division will gather in Boston Oct. 4-6. Philadelphia will see the final parley Oct. 6-8.

'American in Paris' Set in Five Cities

Four pre-release premiere engagements of "An American in Paris" in as many cities have been set by Loew's Theatres for Sept. 26, to mark the birthday of George Gershwin whose music furnishes the background for the M-G-M Technicolor musical, according to an announcement here yesterday by William F. Rodgers, sales vice-president.

The four openings will be held at the Victory, Evansville, Ind.; Stillman, Cleveland; State, New Orleans; and Warfield, San Francisco. Also, it will follow "Captain Hornblower," the current film at Radio City Music Hall in New York. Heralding the openings in each city will be an extensive radio and newspaper campaign, both advertising and publicity, developed by Howard Dietz, vice-president in charge of M-G-M advertising-publicity and exploitation, and Ernest Emerling, in charge of publicity and advertising for Loew's Theatres.

Walter White's Father

Walter White, Jr., president and production manager of Commodore Productions and Artists, Inc., of Hollywood, has left New York for San Francisco to attend the funeral of his father. White was in the East conferring with advertising agencies on "I Want to Get Married," a new TV program on film.

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THE PULITZER PRIZE AND CRITICS AWARD PLAY
"A STREETCAR NAMED DESIRE" STARRING VIVIEN LEIGH AND MARLON BRAN

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IN NEW YORK AT THE WARNER THEATRE

ETCAR DESIRE"

CED BY CHARLES K. FELDMAN

UNTER · KARL MALDEN Screen Play by Tennessee Williams Based upon the Original Play "A Streetcar Named Desire" by essee Williams As Presented on the Stage by Irene Mayer Selznick Directed by ELIA KAZAN

SILVER ANNIVERSARY Warners OF TALKING PICTURES

DID YOU READ THE NEWS OF THE TWO LATEST 'STREETCAR' AWARDS? In world-wide competition last week the International Film Festival at Venice announced the Special Award for 'Streetcar' and the 'Best Actress' award for Vivien Leigh's performance!

Exposition

(Continued from page 1)

to be held with production representatives before a decision could be rendered. Production, it was pointed out, would supply most of the exhibits.

The exhibition group, which consisted of Fred J. Schwartz, Leonard Goldenson, Joseph Vogel and Harry Brandt, estimated "roughly" that the exposition would earn about $500,000 here. The MPAA financing would have to go beyond the $400,000, it was indicated, since it is planned to take the exposition on a tour of the U. S.

Foreigners Aiming

(Continued from page 1)

product in this country has been set up and precise methods of administration are now being determined. The money will come in the main from a percentage of frozen funds of American pictures in Italy.

Souvaine declared that there is talk in France, too, of forming a similar unit to exploit native product in this country. The import tax on films would be heightened in order to get the necessary funds.

Souvaine said the tendency abroad to make two versions or dub pictures is increasing.

In Germany Souvaine noted a renaissance of the industry and he predicted it soon will be sending pictures to America. While abroad Souvaine acquired a French film, "Diary of A Country Priest," and procured options to several others.

Souvaine said his company expects to release 14 to 16 pictures here in the forthcoming year against nine to 10 for the current year.

Marine Band for 'Leatherneck' Bow

The 86-piece Marine Corps band from Quantico will play for Times Square crowds here tonight as part of the promotion for Edmund Grainger's RKO Pictures release, "Flying Leathernecks," which will have its New York premiere tonight at the Paramount Theatre.

The band will play on the recruiting station island at 43rd Street, after parading from Columbus Circle.

Bernds Set for Two More

HOLLYWOOD, Sept. 17.—Edward Bernds starts production on "Harem Girl," Joan Davis starring vehicle which he wrote and will direct for Columbia. Following its completion Bernds will sail for England where he will direct "L.D.100" for Bernard Glasser on a loan-out deal. The director last week finished "Mental Giants," Max Baer-Maxie Rosenbloom film for Columbia and previous to that he did "Gold Raiders" for Glasser.

Writers Meet Today

The executive board of the Film Press Writers of America will meet at noon today in the offices of *Harrison's Reports* here, it was announced yesterday by Al Picoult, FPWA president.

Arthur Canton to M-G-M

Arthur Canton has joined M-G-M's home office exploitation department to work on "Quo Vadis" under Dan S. Terrell, exploitation manager.

Reviews

"Across the Wide Missouri"

(Metro-Goldwyn-Mayer)

MUCH of the vigor, wit and humor of men who went to trap in the old Northwest, blazing the trail for settlers, is captured in this M-G-M release. "Across the Wide Missouri," has broader appeal than most top Westerns and should do well at the box-office, both in large and small situations.

Besides the drawing power of a name cast led by Clark Gable, who gives a winning performance, the film has a fast story line and due credit should go to director William Wellman and screen playwright Talbot Jennings. An extra orchid should be pinned on William Mellor, director of photography, for his imaginative camera work, utilizing Technicolor to its best advantage in breath-taking scenes of mountain nights.

A new leading lady who plays opposite Gable is introduced in this film, Maria Elena Marques, and as his Indian wife, Kamiah, she is, in turn, enraged, coquettish, noble and courageous—but throughout a beautiful woman with audience-winning appeal.

Patrons will find it hard to recognize supporting players. For this is the story of the frontier, and although it is romanticized, its characters wear the beards, grime and war paint of the period. The usual dapper Adolphe Menjou plays the role of a begrimed French trapper, Pierre, and sports an unkempt beard, while the late Jack Holt as Bear Ghost, chief of the Blackfoot Tribe, is rigged in colorful, ceremonial robes and is equally unrecognizable.

The story opens at the annual rendezvous of fur trappers with Gable planning a beaver expendition to the yet unexplored Northwest. There, in order to win over the Indians of that territory, he marries Miss Marques, an Indian maiden whose father is chief of the Blackfoot Tribe. With 30 other free-booting adventurers he sets out on the perilous journey and once, when deep in the new territory, the band of trappers are attacked by a group of Indians, led by the fiery young brave, Ironshirt, played by Ricardo Montalban. It is during the trip that Gable is won over to his new wife who shows both resourcefulness and courage as a guide. Finally, a trappers' camp is built, but the peace established between the trappers and the Indian chief is broken by the zeal of Ironshirt and the revengeful hate of one of Gable's own men. Tragedy spills over at the end when Miss Marques is killed, but in a hair-raising episode Gable rescues his own son and slays the chief villain, Ironshirt.

The film was produced by Robert Sisk, from a story by Talbot Jennings and Frank Cavett. Others in the cast include John Hodiak, Alan Napier and Henri Letondal.

Running time, 78 minutes. General audience classification. Release date, Oct. 21.

MURRAY M. HOROWITZ

"Bannerline"

(Metro-Goldwyn-Mayer)

AN ENERGETIC cub reporter, with the aid of an ailing old high school teacher, does a thorough clean-up job in his racketeer-corroded home town in "Bannerline." The story moves fluidly but it is dramatized in routine fashion.

Keefe Brasselle, as the reporter, and Sally Forrest as his girl friend, enjoy the lead in this Henry Berman production. A roster of grand old timers are on hand for supporting roles. Lionel Barrymore plays the bedridden teacher whose explosive integrity goads and inspires Brasselle into heroic deeds. Lewis Stone portays a veteran newspaperman who conspires with Brasselle in a stratagem of getting off a false edition which reports the correction of abuses; and J. Carrol Naish is the gangster overlord with proper scowls and eccentric generosities. For his efforts to clean up the town, Brasselle winds up with a severe beating but that is not without its compensations, since Miss Forrest loves him all the more for it.

After considerable incident and discouragement the crusading reporter's efforts finally lead to a city house-cleaning drive. This in turn leads to glory, a raise, and romantic fulfillment for Brasselle. Don Weis directed a screenplay by Charles Schnee, based on a story by Samson Raphaelson.

Running time, 88 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"Arizona Manhunt"

(Republic)

AS a conventional outdoor action drama, "Arizona Manhunt" has for the younger fans the appeal of little Michael Chapin as "Red" and little Eilene Janssen as "Judy." It certainly does not have the credibility to satisfy the discerning Western fan who sometimes want their heroes and even villains to be smart, and at least to have some marksmanship.

The story revolves around the sudden disruption, capture and partial extinction of Stuart Randall's desperadoes, after a long series of bank robberies. Before his death, he hides the gold in a cave. Sheriff James Bell and deputy John Baer capture Stuart's brother, Roy Barcroft, and Stuart's foster daughter, Miss Janssen. The former they jail; the latter they nurse back to health and away from her hatred of the law. Enter then the desperadoes' agent, charming Lucille Barkley, who believes Eileen knows where the gold is hidden. She engineers Roy's escape, Eilene's kidnapping, and away they go to the cave and the gold. But little Red, deputy Baer, and Sheriff Bell catch up with them.

Rudy Ralston was associate producer, and Fred C. Brannon the director.

Running time, 60 minutes. General audience classification. Release date, Sept. 15.

'Red' Probe

(Continued from page 1)

propaganda implement, but named few names not previously mentioned, as the opening witness at hearings which started today before the House Un-American Activities subcommittee.

Ashe, who said he quit the party in 1939, after serving as a member and official since 1933, said the film industry has put an end to the "apathy" which enabled the party to make early progress in the infiltration program, but the public at large has not. He advocated the outlawing of the party and denying it the use of the mails.

The single picture named by Ashe as Communist-inspired, up to a late hour, was "Blockade" which he said John Howard Lawson and Clifford Odetts succeeded in getting produced after being instructed to do so by the party.

He indicated that there were others that he might name later. Jeff Kiber, whose name figured conspicuously in the 1945 and 1946 studio strike news, although he is an official of the fisherman's union was acting on party instructions when he took part in those strikes, according to Ashe. Ashe said Charles Dagget, who has held various journalistic and publicity posts in Los Angeles, had served the party as a contributor of articles to *New Theatre* magazine. Lou Harris, employed by Paramount as a publicist and trailer producer until a few years ago, was named by Ashe, as was his wife, as party members during Ashe's term as an organizer.

Pickets, identified by their spokesman as representing the Arts, Sciences and Professional Council, were out in force before the federal building this morning, and picked up by KTTV television cameras under a final decision by the committee to permit audio coverage of the entire proceedings but video coverage of only events outside the hearing room.

'Red' Probe Support Pledged by MPIC

In a statement to John S. Wood, chairman of the Un-American Activities Committee, the Motion Picture Industry Council has reiterated its opposition to communism and pledged its support to "any legally constituted body" working towards the exposure and destruction of communism. The statement was read into the Congressional Record by Wood yesterday. The committee is now holding hearings in Los Angeles.

Declaring that it speaks on behalf of the industry in Hollywood, MPIC in its statement repudiated "the 'Arts, Sciences, and Professions Council,' and any right of that organization to speak for any branch of the motion picture industry in attacking the purposes and objectives of your body".

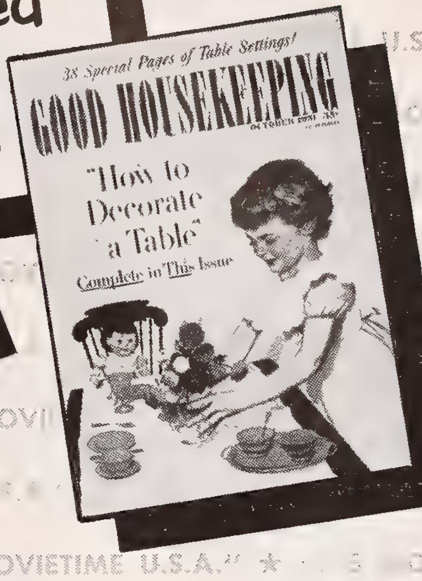
The statement said that "it is our hope that witnesses will testify honestly, freely and fully, in cooperation with your committee."

On March 21 MPIC issued a statement denouncing Communists.

"We are hopeful that through and as a result of the hearings of your committee, ways and means will be provided which will enable the nation to fairly, legally and effectively deal with the problem of Communist or subversive elements," the statement concluded.

"IT'S MOVIETIME U.S.A." ★ "IT'S MOVIETIME U.S.A."

These great motion pictures will be advertised in the October Issue of Good Housekeeping


38 Special Pages of Table Settings!
GOOD HOUSEKEEPING
"How to Decorate a Table"
Complete in This Issue

M-G-M's "An American in Paris"

Paramount's "A Place in the Sun"

WARNER BROS. "Captain Horatio Hornblower"

WARNER BROS. "A Streetcar Named Desire"

Alert producers place their advertising in the magazine which *does most to help them sell.*

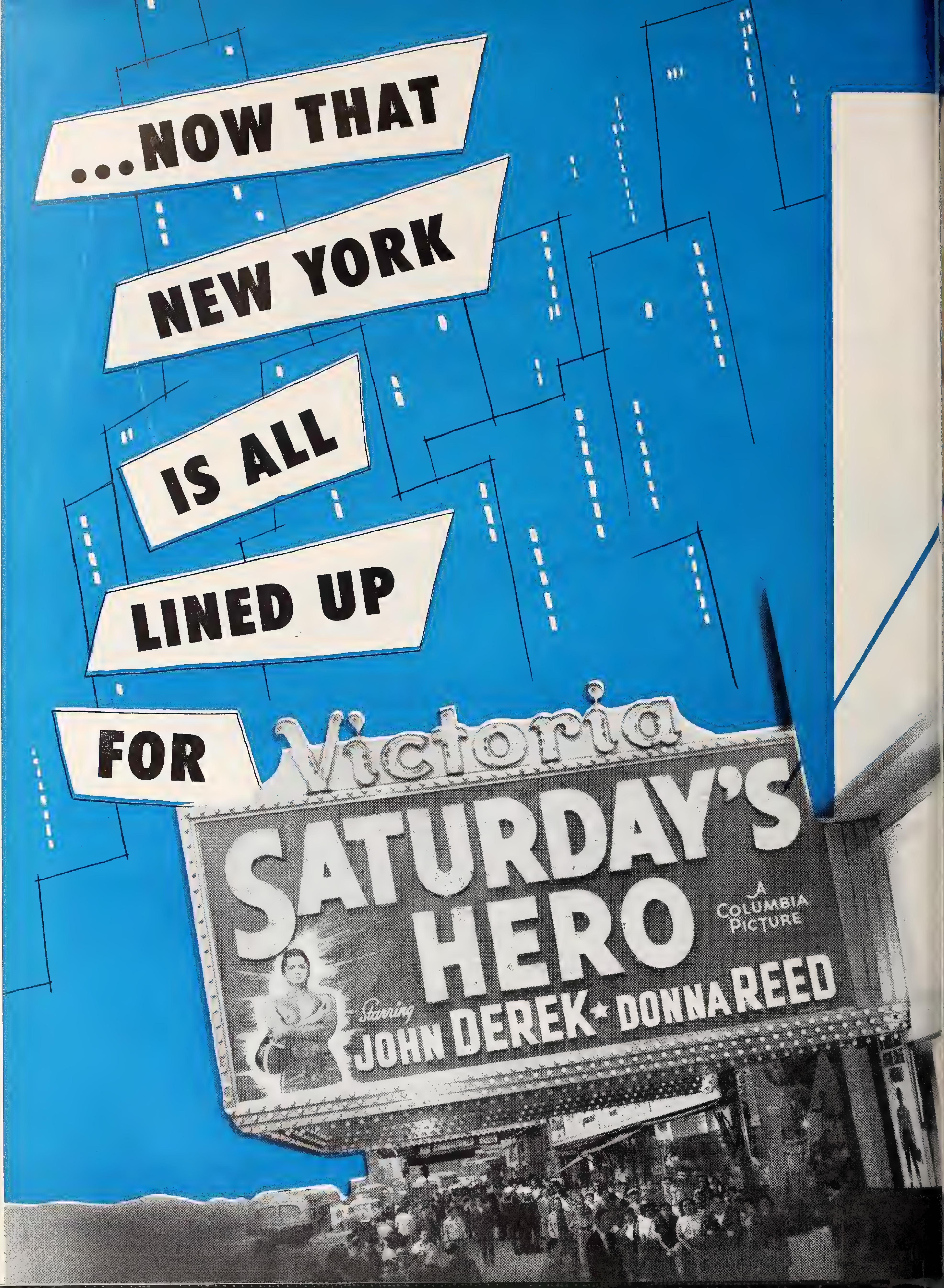
GOOD HOUSEKEEPING *pre-sells* by solid and continuous editorial support, by active exploitation and promotion.

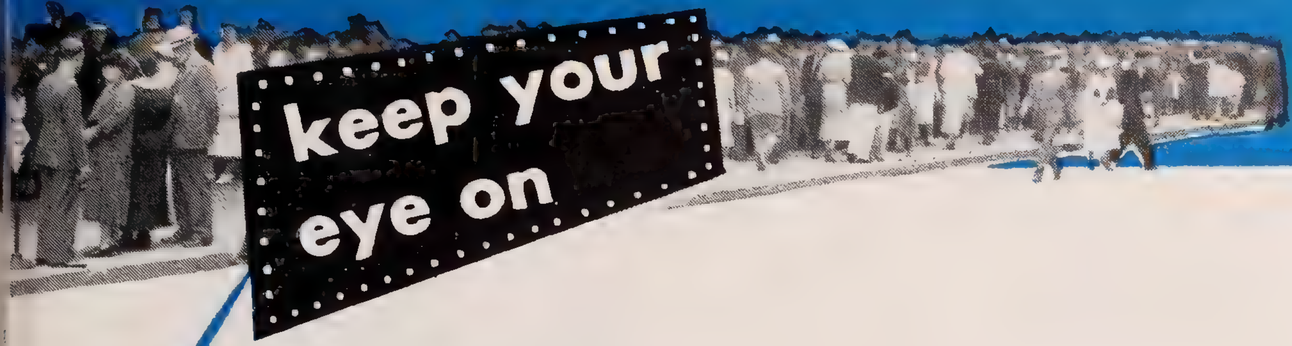
Because women believe in GOOD HOUSEKEEPING, wise producers have placed it FIRST on their 1951 schedules.

REPLACEMENT OR ★ REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Millions of women are influenced by this symbol

GOOD HOUSEKEEPING


...NOW THAT
NEW YORK
IS ALL
LINED UP
FOR
Victoria
SATURDAY'S
HERO
A COLUMBIA PICTURE
Starring
JOHN DEREK ★ DONNA REED



keep your eye on

SEATTLE	COLISEUM	SEPT. 20
OKLAHOMA CITY	CENTER	SEPT. 26
INDIANAPOLIS	LOEW'S	SEPT. 26
KANSAS CITY	MIDLAND	SEPT. 26
TULSA	ORPHEUM	SEPT. 27
WASHINGTON, D. C.	WARNER AMBASSADOR	SEPT. 27
SALT LAKE CITY	UTAH	SEPT. 28
DETROIT	PALM STATE	SEPT. 28
SPRINGFIELD, MASS.	BIJOU	OCT. 1
BALTIMORE	HIPPODROME	OCT. 3
MIAMI	CARIB MIAMI MIRACLE	OCT. 3
NORFOLK	NEWPORT COLLEY	OCT. 3
DES MOINES	ORPHEUM	OCT. 3
CINCINNATI	PALACE	OCT. 3
PORTLAND, ME.	STRAND	OCT. 3
ROCHESTER	ROCHESTER	OCT. 3
NASHVILLE	VENDOME	OCT. 3
SAN ANTONIO	AZTEC	OCT. 4
BOSTON	ORPHEUM STATE	OCT. 4
MEMPHIS	STATE	OCT. 4
CLEVELAND	PALACE	OCT. 4
HARTFORD	E. M. LOEW	OCT. 5
ST. LOUIS	STATE	OCT. 6
PROVIDENCE	STATE	OCT. 7
SYRACUSE	STATE	OCT. 8
BUFFALO	LAFAYETTE	OCT. 10
TOLEDO	RIVOLI	OCT. 11
MINNEAPOLIS	ORPHEUM	OCT. 11
ST. PAUL	ORPHEUM	OCT. 11
LOUISVILLE	STATE	OCT. 11
BIRMINGHAM	STRAND	OCT. 11
PHILADELPHIA	MASTBAUM	OCT. 18
CHICAGO	STATE-LAKE	OCT. 19
COLUMBUS	OHIO	OCT. 24
HOUSTON	METROPOLITAN	NOV. 8

Columbia Pictures presents SIDNEY BUCHMAN'S Production of

SATURDAY'S HERO starring John DEREK · Donna REED

with Sidney BLACKMER · Alexander KNOX · Produced by BUDDY ADLER · Directed by DAVID MILLER

Boost Films

(*Continued from page 1*)

and *People Today* articles, *Look Magazine* will be on the stands Oct. 9 with a six-page feature—two pages in full color—titled: "Who Says That Hollywood Is Dying?" which discusses current box-office hits and soon-to-be-released product of all companies. This article will be cross-plugged in a pooled newsreel feature in which Gardner Cowles, publisher of *Look,* and actor George Murphy, discuss both the article and the nationwide celebration of "Movietime U.S.A." The newsreel will be released the week of Oct. 8, to coincide with appearance on the stands of the *Look* article.

1,000 Turn Out for K. C. 'Movietime' Meeting

KANSAS CITY, Sept. 17. — With 1,000 members of the industry in this area attending, "Movietime U.S.A." plans were described to an enthusiastic audience in the Fox Orpheum Theatre here today by R. J. O'Donnell, national camapign director; Arthur L. Mayer, executive vice-president of COMPO, and Rev. Bill Alexander of Oklahoma City.

Arthur Cole of the Paramount exchange here was chairman of the meeting. Russell Borg and Harold Lyons are distributor co-chairmen for the local campaign, and Jay Wooten, Dale Danielson and M. B. Smith, exhibitor co-chairmen. The meeting was followed by luncheon at the Hotel Muehlebach for 150 exhibitors and sales representatives, at which James W. Lewis, RKO Pictures branch manager here, presided.

Set Plans for 'Movietime' In Mid-South Drive

MEMPHIS, Sept. 17.—Half a hundred Memphis-based film salesmen today embarked upon a new kind of selling campaign.

Their customers will still be the theater owners, but for the next two weeks, they will be selling them an idea "Movietime U.S.A." rather than pictures to fill their screens.

As a preliminary to selling Mid-South theater owners on participating wholeheartedly in the celebration, film salesmen met with the "Movietime, Mid-South" committee at the Hotel Gayoso this morning. This meeting, presided over by M. A. Lightman, Sr., aroused so much enthusiasm that the salesmen voted to start their two-week "Movietime" selling campaign immediately. With special emphasis on the first two months, to help defray local expenses for the million-dollar celebration, exhibitors will be asked to contribute at the rate of five cents for each conventional theater seat they own, and 10 cents for each drive-in theater speaker.

Series of N. Y. 'Movietime' Meets Are Planned

ALBANY, N. Y. Sept. 17.—A series of regional "Movietime U. S. A." meetings has been scheduled: Cooperstown, Smalley Theatre, Sept. 21; Albany, Teneyck Hotel, Sept. 24; Utica, Sept. 26; Watertown, Woodruff Hotel, Sept. 27; and Plattsburg, Sept. 28 (tentative).

Two branch managers will be present at each meeting, while Harry Lamont, exhibitor chairman, will attend all. So will Leo Rosen, publicity chairman, and Charles A. Smackowitz, chairman, for the luncheon.

N. Y. Grosses Are Lively

(*Continued from page 1*)

at Radio City Music Hall is expected to do a robust $140,000 in its first stanza, while "Saturday's Hero," sparked by the RKO Pathe Robinson-Turpin fight film, is expected to rack up a healthy $41,000 for its first week at the Victoria. A complete sell-out was scored for the first six days of the reserved seat engagement of "The River" at the Paris Theatre where $14,000 was registered.

Hold-overs, with few exceptions, are doing well. At the Roxy, a nice $85,000 is estimated for the final nine days of "People Will Talk," plus an ice and variety show; "No Highway in the Sky" will open Friday.

"A Place in the Sun" has dipped somewhat at the Capital, from the corrected figure of $74,000 for the second week, to $69,000 for the third, but it's still considered doing very well. Other dips are being registered at the Rivoli and Paramount, but both "David and Bathsheba" and "His Kind of Woman," respectively, are still bringing in the customers. For its fifth stanza at the Rivoli, "David" is expected to ring up a good $50,000, which is $8,000 less than the previous week. At the Paramount a fair $51,000 is seen for the third and final week of "His Kind of Woman," compared to last week's nice $64,000. "Flying Leathernecks" moves into the Paramount tomorrow, plus a stage bill topped by Louis Prima and his band.

"Rhubarb" at the Globe is doing robust business with $26,000 estimated for the third week, while "The People Against O'Hara" is fairly good at Loew's State with $18,000 estimated for the second week.

Still hitting the more than satisfactory category are Walt Disney's "Alice in Wonderland," at the Criterion where another $16,000 is estimated for the eighth stanza, and "Oliver Twist" at the Park Avenue where a fine $12,200 is seen for the seventh week.

"Here Comes the Groom" will open Thursday at the Astor, replacing "Jim Thorpe—All American," which is expected to bow out with a comparatively weak $13,000 for its fourth and final week. The slow "Painting the Clouds With Sunshine" at the Warner will be replaced tomorrow by "A Streetcar Named Desire." The third and final stanza of the Technicolor musical at the Warner is expected to yield a weak $12,000.

A fair gross of $10,500 is seen for the second week of "The Medium," at the Sutton. "The Day the Earth Stood Still" will open tomorrow at the Mayfair, which is pulling "Little Egypt," after a third week of a not-too-slow $9,000. Holding up well are "The Tales of Hoffmann," at the Bijou, where a very good $11,500 is expected for the 24th stanza, and "Kind Lady" at the Trans-Lux 52nd Street, where $6,400 is seen for the sixth week.

$50,000 For 'David,' and $30,000 for 'People' in Chi.

CHICAGO, Sept. 17.—"David and Bathsheba" is turning in a top-notch box-office performance at the State Lake here, racking up a giant $50,000 in its first week, with the second session headed for a big $40,000 after turning in a $25,000 week end. "People Will Talk" is doing better than any 20th Century-Fox picture in the Woods since "Broken Arrow," with a very good $30,000 expected for the first week which ends tomorrow.

61 Buy 100 Booths

(*Continued from page 1*)

orial Hospital and the New York office of Civil Defense will also exhibit as guests of TOA.

Buying Power

The buying power of 10,000 theatres will be represented in the attendance figures, according to Fabian. Over 50 per cent of motion picture theatres buying power is within a radius of 350 miles of New York City.

Business sessions scheduled for the convention include definitive discussions with experts and technicians on the following: Government regulations on upkeep and maintenance; the unfair competition of 16mm. films; theatre-TV integration; exhibitor-distributor relations; showmanship—1952.

Jay Golden Here

Jay Golden, who has been acting manager of RKO Keith's Theatre in Washington, has arrived here. After several days at RKO Theatres' headquarters, he will leave for Rochester and his new post as manager of RKO's New York-New England division.

David Barrist, 60

David Barrist, former operator of a chain of motion pictures theatres in Philadelphia, who had also published *The Exhibitor,* a film trade publication, died late last week at his home in Ventnor, New Jersey. The widow, Edith, survives.

400 Register for TOA Convention

Additional registrations for the convention and trade show of the Theatre Owners of America have been received at TOA headquarters here in the past week, boosting the total to 400. The convention and exhibit will open next Monday at New York's Hotel Astor, continuing through Thursday.

Based on figures at this time last year, the New York attendance should far exceed the gate at TOA's Houston meeting.

Chairmen for each of the three convention luncheons which have been scheduled are: Sherrill C. Corwin of Metropolitan Theatres, Los Angeles, chairman of the Sept. 25 luncheon; Guthrie F. Crowe of the Kentucky Association of Theatre Owners, Sept. 26, and Charles P. Skouras of National Theatres, Los Angeles, Sept. 27. All three luncheons will be held at the Astor.

R. C. McCullough has replaced Joseph J. Zaro as chairman of the convention committee on theatre equipment and maintenance.

NBC Gets New Unit

National Broadcasting has acquired the New Amsterdam Roof Theatre here for use as a telecast studio. It has also bought the television equipment already installed in the theatre by WOR-TV.

Theatres Plan for Saddler-Pep Fight

Theatres are now setting plans for the Saddler-Pep exclusive theatre TV fight on Sept. 26.

In Boston, the Pilgrim Theatre is having a steady ticket sale for the bout, with more than 200 seats already sold. In Washington, the RKO Keith's announced that it will charge $1.20 for the fight, just about half the price charged for the Robinson-Turpin bout. RKO Pictures has the film rights to the Saddler-Pep fight, as it did for the Robinson-Turpin one.

Theatre Video Test

(*Continued from page 1*)

favorable response. Civil Defense Administrator Millard Caldwell said theatre TV could "sharply speed up the training of Civil Defense volunteers," and that this was needed because "Civil Defense is working against the Clock." He predicts that before long workers in 50 or more cities "may be able to join us for training sessions like this."

Stresses Past Services

Gael Sullivan, executive director of the Theatre Owners of America, stressed the past services of exhibitors and declared that "with the perfection and use of large-screen theatre television, a new era of public service is unfolded."

The four theatres used in the first test were the Paramount in New York, Warner's Stanley in Philadelphia, Loew's Century in Baltimore and RKO-Keith's in Washington.

British Clamor

(*Continued from page 1*)

weekend which, allowing for change-overs, are now servicing about 350 theatres. There is no doubt that RKO will establish an all-time high here for a picture of this sort.

Business At All Theatres

Business at all theatres playing the film was reported to be well above average.

Lou Elliman, chief of the Dublin Odeon theatres, stole a march on his English rivals. He picked up a print at Shannon Airport and started screenings in his three Dublin theatres Friday night.

RKO reported that, at an early date, the film had not been booked for Leamington Spa where Turpin lives.

N. J. TV Tilt

(*Continued from page 1*)

Park last week. Greene contended that the televised bout was a "live" event, subject to the regular commission tax. Other state boxing commissions are reported also eyeing exclusive fight telecasts for taxing purposes.

In his responding letter, Reade seconded Greene's proposal for a conference to discuss the question and asked the boxing commissioner for an appointment at his convenience, which would probably take place in Trenton.

"The New Companion-approved movie Starts today!"

A PLACE IN THE SUN
A PLACE IN THE SUN

Box office lines replace the lines on a theater manager's brow when the latest COMPANION-approved movie comes to town. It happens again and again—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine.*

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
"An American in Paris" – METRO-GOLDWYN-MAYER
"A Place in the Sun" – PARAMOUNT PICTURES CORP.
"Angels in the Outfield" – METRO-GOLDWYN-MAYER

HE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

Woman's Home COMPANION
CIRCULATION: MORE THAN 4,000,000

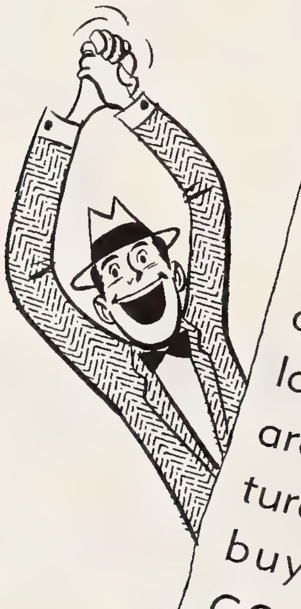
AS OHIO GOES SO GOES THE NATION!

FLASH! "CHRISTY" A SMASH IN FIRST OPENINGS...

IN 200 DATE OHIO-INDIANA PREMIERE...

TRADEVIEWS by W.R. WILKERSON

• One of the greatest bursts of audience enthusiasm we've heard in a long time was at a recent premiere of "A Millionaire for Christy" — a comedy and a good one. It indicated an audience desire for a good belly laugh, of which there are many in this picture. More people are buying tickets for GOOD PICTURES than ever.



THOR PRODUCTIONS
presents
FRED MacMURRAY
ELEANOR PARKER
in
"A MILLIONAIRE FOR Christy"
with
RICHARD CARLSON
UNA MERKEL · CHRIS PIN MARTIN
DOUGLAS DUMBRILLE · KAY BUCKLEY
Produced by BERT E. FRIEDLOB
Directed by GEORGE MARSHALL
Screenplay by Ken Englund
Original Story by Robert Harari
Music by Victor Young
A Twentieth Century-Fox Release

THE CROWDS ARE BACK THANKS TO 20TH CENTURY-FOX!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 55 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 18, 1951 TEN CENTS

Presidents to Confer Today On Exposition

May Reach Decision on Request for Financing

The presidents of Motion Picture Association of America member companies will meet at the MPAA office here today to attempt to reach a decision on the request by a New York exhibitor group that the Association supply $400,000 to finance the "Movietime U.S.A." exposition which is planned for the Grand Central Palace here in March.

Whether the presidents, meeting as the executive committee of the MPAA board, will be able to reach a decision today, was a matter of speculation yesterday. Said an MPAA spokesman: "It's a lot of money, and they may not have had sufficient time to think it over."

Last Wednesday, when the executive group received the request from the exhibition committee, it was indicated that conferences would have

(*Continued on page* 6)

NY Grosses Offer Harbinger of Healthy Fall B. O.

A harbinger of healthy fall business is being experienced at most Broadway first-run theatres this week, aided by weekend weather which started out with rain Saturday morning, but became a mixed blessing when Indian summer reigned Sunday.

Seven new films will be ushered in along Broadway this week on top of the three which made their bow last week and racked up excellent business. "Captain Horatio Hornblower"

(*Continued on page* 10)

Foreigners Aiming More to US Market

Foreign film circles are intensifying efforts to get better reception of their production in this country, Henry Souvaine, head of Souvaine Selective Pictures, declared here yesterday.

Souvaine, who has just returned from six weeks abroad, said the new Italian film unit which will promote

(*Continued on page* 6)

31 Pages in 2 Magazines Boost Hollywood Product

A total of 31 picture pages in current issues of two national magazines—*Coronet* and *People Today*—is devoted to the Hollywood story and discussion of the strength and entertainment value of Hollywood product.

In its September issue, now on the stands, *Coronet* gives 16 pages to an impressive picture feature titled: "Milestones in the Movies," with a lead caption which says: "Invariably . . . the restless, creative minds of the industry—script writers, directors, actors, producers—have opened up unexplored fields. Drama and comedy, realism and fantasy, hope and despair—all these have passed before the whirring cameras."

People Today, Hillman Periodicals' pocket-size "headline magazine," takes 15 pages of art and text for its Oct. 10 feature, on the stands Sept. 26, titled: "Hollywood: Lively Corpse." The feature reviews unwavering public interest in Hollywood product, and blasts the false myth of "foreign film superiority." It quotes the "not-too-friendly team of British investigators," the reporter-photographer combination of Lionel Birch and K. Hutton, as finding that the best films in the world are produced by Hollywood, and also declaring that "A Place in the Sun" is "the best film ever made." Following close on the heels of the *Coronet*

(*Continued on page* 10)

Cleveland Salesmen Accept $7 Pay Hike

Cleveland, Sept. 17.—The local loge of the Colosseum, the guild of film salesmen, has accepted the agreement made by the national organization for a $7 weekly pay hike and an increase of $1 a day expense allowance, it is learned here.

So far as is known, the loge here is the first of the regional groups to indicate acceptance. The Chicago loge protested the amount as being too little and because of that has seceded from the parent group and formed its own union.

British Clamor for RKO's Fight Film

London, Sept. 17.—RKO Radio's London office is swamped with requests for bookings of the Robinson-Turpin fight picture, with at least 750 firm dates already set.

All major circuits, including independents, had booked the film in advance of the fight but its dramatic ending brought forth an avalanche of additional bookings. Two dupe negatives and a print reached here by plane Friday morning. Denham Laboratories went to work immediately and turned out 241 prints over the

(*Continued on page* 10)

Poses Legal Query In N.J. TV Tilt

Asking for "citations" and "authority" under which the New Jersey State Boxing Board could legally tax theatre telecasts of fights, the Reade circuit yesterday agreed to a conference with the state's boxing commissioner, Abe Greene.

Walter Reade, Jr., president, responded to Greene's letter notifying the circuit that a five per cent tax would be imposed on the televising of the Robinson-Turpin bout at Reade's St. James Theatre, Asbury

(*Continued on page* 10)

61 Buy 100 Booths For TOA Meeting

With the entire exhibit area completely sold, according to S. H. Fabian, general chairman of the Theatre Owners of America convention and trade show, manufacturers, concessionaires and service organizations have bought 100 booths in the grand ball room of the Hotel Astor, in the first New York theatre and trade show in 40 years, which will run from Sept. 23 through Sept. 27.

The United Nations, COMPO, the Variety Clubs—Will Rogers Mem-

(*Continued on page* 10)

Tells of 'Red' Bid To Utilize Screen

Hollywood, Sept. 17.—Harold J. Ashe, who described himself as a free lance magazine writer and a one-time Communist Party organizer for the California area, dwelt at length on the party's plans for infiltrating the production branch of the industry with the view of making the screen its

(*Continued on page* 6)

Theatre Video Defense Test Is A Success

Four-City Hookup by US Highly Satisfactory

Washington, Sept. 17.—The possibility of using theatre television as a key-training medium for Civil Defense and other purposes loomed larger than ever today following a highly-successful test on Saturday.

An estimated 11,000 Civil Defense workers and civic leaders went to theatres in four cities, Washington, New York, Philadelphia and Baltimore, to watch training films and lectures on Civil Defense. Then, through use of a special telephone hook-up, the audiences asked questions which were heard in all of the theatres and were answered bv Civil Defense officials in the Washington TV station where the program originated. The test was sponsored by the Federal Civil Defense Administration and the theatre industry.

Audiences were asked to fill out questionnaires expressing their views on the success of the new medium. Civil Defense officials expect a highly

(*Continued on page* 10)

TOA Election to Be 'Wide Open,' Sullivan Reports

The election of a new Theatre Owners of America president at the organization's annual convention here, Sept. 24-27, will be a "wide open and democratic" procedure, to the extent even that nominations will be welcomed from the convention floor, Gael Sullivan, TOA executive director, said here yesterday.

This week, however, Walter Reade, Jr., chairman of the TOA executive committee, will announce the nominat-

(*Continued on page* 3)

Expect Tax Change Effective Nov. 1

Washington, Sept. 17.—Nov. 1 will probably be the effective date for any changes made in the admission and photographic excise taxes by the pending tax bill.

Both House and Senate measures specify that the excise changes will go into effect the first day of the first

(*Continued on page* 3)

Senate Ratifies 3 Tax Treaties

WASHINGTON, Sept. 17.—The Senate today ratified tax treaties that will end double taxation of film rentals in Ireland, Switzerland and Norway.

At present, rentals are taxed both in those countries and in the U.S. Under the new treaties, they would be exempt in the three countries and and taxed only in the U.S.

The Senate also approved a recommendation of its Foreign Relations Committee that the U. S. Government insist on clauses in tax treaties with four countries that would lighten the taxation of stars and other entertainers who make personal appearances in those countries. The countries are the Union of South Africa, Switzerland, Canada and New Zealand. At present, entertainers are taxed by these countries for any earnings there, no matter how briefly they are in the country. The Senate today said the U.S. should demand that these four countries make the entertainers subject to tax only if they are in the country for more than half the year—the tax treatment now afforded businessmen.

WASHINGTON, Sept. 17.—The Senate Finance Committee hopes to report out tomorrow its version of the 1951 tax bill. Senate debate on the measure would then start Wednesday.

Bresslers Settle Percentage Actions

CINCINNATI, Sept. 17.—Three percentage actions brought by distributors involving Woodrow and Ruth Bressler, operators of the Dayvue Theatre in Dayton, Ky., have each been concluded upon the filing of a stipulation to the effect that the defendants had satisfactorily adjusted the matters in controversy. The actions had been filed by Columbia, RKO Pictures and Loew's.

Evans L. DeCamp of the Cincinnati law firm of Paxton and Seasongood, represented the distributors, with Sargory and Stein of counsel.

Rhodes, Shields Form Partnership

ATLANTA, Sept. 17. — Herman (Dusty) Rhodes, former general manager of Dixie Drive-in Theatres in Georgia, North Carolina and Florida, and I. Shields, former district manager for Georgia Theatres, have formed a partnership to open more drive-in theatres. Their first will be the Victory near Columbus, Ga., with space for 700 cars.

Sam Harris Due Here Next Month

Sam Harris, publisher of *The Cinema,* British trade journal, is arriving in New York by air on Oct. 4 and will proceed to Hollywood on Oct. 11.

Harris has been associated with trade journal publishing and theatre real estate trading for more than 40 years. This is his first visit to the United States since 1939.

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Detroit today.

•

WILLIAM SATORI, Monogram International's Continental European representative, has arrived in New York to join the home office executive staff as personal assistant to NORTON V. RITCHEY, company president.

•

MRS. I. E. LOPERT and her daughter, TANYA, wife and daughter of the head of Lopert Films, will arrive here from Europe on the *S. S. Liberte* on Monday.

•

HERBERT LYONS, former branch manager for RKO Theatres in Atlanta, is now the sales representative for United Artists in St. Louis.

•

RUBE JACKTER, Columbia's assistant general sales manager, will go to Cleveland today on a short business trip, from New York.

•

JOSEPH SHULMAN, of Shulman Theatres, Hartford, and his wife have returned from a five-week European vacation.

•

ARMAND DEUTSCH, M-G-M producer, is scheduled to arrive here from the Coast next week.

HERMAN M. LEVY, general counsel to Theatre Owners of America, will arrive in New York today from New Haven.

•

MAURICE A. BERMAN, director of public relations for Universal Pictures, left New York yesterday for Charleston, West Virginia to attend the annual convention of the West Virginia Allied Theatres Association at the Daniel Boone Hotel where he will be one of the speakers.

•

JOE JOHNSON of the Plaza Theatre, St. Petersburg, Fla., has been discharged from Mayo Brothers Hospital, Rochester, Minn., and is now at home.

•

MEL HABER, co-manager of the Miracle Theatre in Coral Gables, Fla., is now at his home recuperating from an illness.

•

HARRY RAFKA of Cleveland, has assumed his old job as manager of the Mall and Lower Mall Theatres.

•

HALSEY RAINES, M-G-M home office publicist, returned to New York yesterday from London.

•

ABE OLMAN, general manager of M-G-M's music activities, has left here for the Coast.

Rank-Fuller Feud In CEA Spills Over

LONDON, Sept. 17.—Long-smouldering differences between J. Arthur Rank's Circuits Management Association and W. R. Fuller, general secretary of the Cinematograph Exhibitors Association, appear to be headed for a showdown.

Dissatisfaction of the Rank theatre organization was brought into a CEA committee meeting recently by R. H. Dewes. It was addressed at Fuller's conduct of the recent entertainment tax campaign with the criticism that Fuller favored independent exhibitors at the expense of the circuits in the course thereof.

The committee will send copies of the complaint with Fuller's reply to its branches. Many exhibitors sense the danger of a split in CEA's ranks, which heretofore Fuller has held together with a nice balance between circuits and independents.

Levey Talks Film Deal With Italians

Jules Levey, whose Italian-made "Fabiola" has just had its Irish and English premieres, has completed a series of meetings with Italian government officials and Italian producers on films designed for export to the United States and has left Italy for Israel.

While in Italy, Levey was a guest of Dr. Avv. Eitel Monaco, head of the Italian government film authority, with whom he conferred on the question of Italian government participation in financing of production aimed at American box-offices.

Johnston May Sign UK Pact in London

LONDON, Sept. 17.—The possibility that Eric Johnston may sign the new Anglo-U. S. film remittance agreement for the American industry during his forthcoming visit here has been suggested in official quarters.

Signing originally was expected to take place in Washington but other commitments left neither Chancellor of the Exchequer Hugh Gaitskell nor Sir Hartley Shawcross, president of the Board of Trade, available. Johnston is expected here in the course of an official European tour he is making in his capacity as Economic Stabilization Administrator. The remittance pact is scheduled to become effective Oct. 1.

Kreisler Meets with British Producers

LONDON, Sept. 17.—Bernard Kreisler of the Motion Picture Association of America met with independent producers here to describe service available through his MPAA department to producers seeking an American outlet.

The services, Kreisler said, range from advice on American film imports, introductions to responsible distributors, guidance on theatre situations appropriate to a given picture and on censorship problems. In addition to indepednent producers, those present included Major Reginald Baker, president, and Sir Henry French, director-general of the British Film Producers Association.

Levin Associates Set Service Plans

CHICAGO, Sept. 17.—Jack H. Levin Associates, the national organization designed to provide accurate reports of theatre operations to management, held its first annual convention here over the past weekend with representatives in attendance from all over the country.

Feted At a Luncheon

Levin, who founded the Copyright Protection Bureau and Confidential Reports, Inc., was feted at a luncheon here yesterday at the Stevens Hotel, upon the completion of 30 years of service to the motion picture industry. Guest speakers at the luncheon were Jack Kirsch, president of Allied of Illinois, and Arthur Simon of the radio-television industry.

The company plans to offer its services to theatres on a yearly contractual basis, rendering at least 50 confidential reports per year on each theatre direct to its owner or the top executive of the chain which operates it. The annual cost will be from $200 to $250 per theatre, depending on its size and type of operation. Also in attendance at the meeting were the district managers, all of whom have been with Levin in his past associations with the film industry.

Century Dinner for Westrex Executives

Century Projector Corp. will entertain representatives of Westrex Corp. at a dinner this evening at the Astor Hotel, New York City.

Those attending the dinner: W. D. Hausler, vice-president and general manager of Century Projector, and E. S. Gregg, vice-president and general manager of Westrex, their company managers, and recording specialists from the United States, Asia, South America, and Europe who are in New York to discuss sales and reviewing of equipment for motion picture theatres and studios, teletype, teletype-setter, radio, telephone, television and other electronic apparatus.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA
and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

THINGS are picking up, all over. After one of the longest lay-offs in theatrical history, an unusual actor has come out of retirement, renewed his Equity card, and gone to work as ballyhoo for "The Day the Earth Stood Still," at the Mayfair Theatre here. He is "Electro"—the mechanical man, who hasn't had a day's pay since the World's Fair closed in 1939. The eight-foot, 260-pound, walking, talking automaton has had a tough time keeping himself in brass polish these past 12 years. Westinghouse has been keeping him, since they created him in the first place, but if you ask him, it's good to be back at work again.

In the 20th Century-Fox film, the character, "Gort," is a mechanical man, no relative, and not as smart as "Electro," who can talk, if you ask him the right questions. For the job in the lounge of the Mayfair, "Electro" will bring along his robot-dog, "Sparko," and will give out with inspired publicity on the science-fiction business. Someone at 20th Century-Fox had a long memory and a bright idea for something new in ballyhoo.

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The Maggi McNellis show, "What's Playing," on WJZ-TV, broke precedent by devoting its entire program of last Friday, Sept. 14, to a discussion of "The Well"—a powerful United Artists film which will have its world premiere at Loew's State Theatre, on Broadway, on Sept. 26.

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September's Cosmopolitan, *now on the stands, carries an unusual coverage of motion picture subjects, and it also includes a new departure, as a house feature in the front of the book, "My Favorite Druggist," written by Louis Bromfield. The fact that a distinguished author writes interestingly of a Main Street merchant is sufficient to raise the point, when will* Cosmopolitan *include "My Favorite Motion Picture Theatre Manager" in the series? When COMPO recently referred to a national magazine article about a theatre manager, they had to go back to a story written about George Peters, manager of Loew's Theatre in Richmond, Va., in the* Saturday Evening Post, *back in* 1947. *What this industry needs is more national magazine articles about theatre managers along Main Street.*

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The October *Outlook* contains an important feature article, "The Nancy Sinatra Story," written by Jim Henaghan, illustrated in color, and covering five pages. It tells of the least publicized member of a much-publicized trio.

Expect Tax Change

(*Continued from page* 1)

month starting 10 days or more after the President signs the bill into law. It is obviously impossible for a tax bill to reach the White House in time for the excise changes to go into effect on Oct. 1, but observers believe there is an excellent chance for Senate passage of the bill, and for a House-Senate conference to produce a compromise version in time for the President to sign the bill by Oct. 21, permitting the excise changes to go into effect Nov. 1.

Dec. 1 would be the very latest effective date, should the bill not be signed before the end of October or November.

The finance committee is still going over its earlier votes, taking a final look-see into how the new provisions look in technical tax language. It is slated to report the bill out tomorrow and Senate debate is scheduled to start Wednesday. Senate leaders say there is an outside chance the bill will be through the Senate by the end of the week.

Effective date for the corporate tax increases in the Senate bill would be April 1, 1951, compared with Jan. 1, 1951 in the House measure. The Senate bill would make the individual income tax boosts effective Nov. 1, compared with a house date of Sept. 1. Both these would have to be compromised in the conference.

SPG Units Vote For Strike Fund

The Screen Publicists Guild unit at Columbia yesterday voted to collect a strike fund. The amount will be 10 per cent of salaries, while 20th Century-Fox's SPG unit has voted to collect 15 per cent fund for the same purpose.

Although there is no talk of strike at the present, it is the intention of the units to build up a fund in case of such an eventuality. Contracts are not due to expire until the end of October.

Para. Holds Forum For Editor Group

DENVER, Sept. 17. — A forum on motion picture publicity will be conducted today by Paramount for the Association of Sunday Newspaper Editors currently holding its annual convention here.

Representing the studio, which was invited to the conclave by Ed Strong, president of the association, will be publicists Rufus Blair and Bill Cunningham, former Sunday editor of the *Columbus Dispatch*, producer Bill Pine, himself a former newspaperman, and star John Payne. They will read several prepared papers on all phases of film publicity, and will also conduct an open question and answer session.

TOA Election

(*Continued from page* 1)

ing committee which will draw up a slate for presentation to the convention.

Meanwhile, virtually every section of the country has a "favorite son" to offer as a presidential candidate. One exception is New England from where the incumbent, Samuel Pinanski, and two previous TOA presidents have come. It is conceded that the next executive officer shall hail from another section of the country and it is expected that he will be from either the South or the Far West.

Discussion of trade practices will consume much of the convention time, Sullivan believes. In this connection, he cited such subjects as availabilities, print shortages and arbitration as likely to be translated into specific proposals for presentation by the TOA exhibitor-distributor relations committee to the distribution companies.

Says DPOWA Quits Election at Para.

Distributive, Processing and Office Workers of America (District No. 65) has withdrawn from the collective bargaining election which will be held Thursday among the "white collar" workers of the Paramount home office, it was reported here yesterday by Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63.

Moss pointed out that with the withdrawal of DPOWA, the choice on the ballot will be between the "IA" local and "no union." The rival union, he said, already had been granted a place on the ballot by the National Labor Relations Board when it withdrew.

When the United Office and Professional Workers of America, which once was in the CIO, was absorbed by DPOWA, the Screen Publicists and Screen Office and Professional Employes guilds, UOPWA units, went along. The DPOWA withdrawal, therefore, has the effect of removing SOPEG and SPG from the ballot.

Fitzgerald Services

CLEVELAND, Sept. 17.—Services were held here Friday for John Fitzgerald, 64, one of the founders of Local No. 160, IATSE and president of the local since 1946, who died of a heart attack.

Zeltner Hurls New Charges Vs. Beznor

CHICAGO, Sept. 17.—Harold Zeltner, temporary president of the newly organized Motion Picture Salesmen's Guild of Chicago, today answered the assertion by H. B. Wynn and David Beznor, president and counsel respectively of the Colosseum of Motion Picture Salesmen, that he (Zeltner) "has long aspired to the leadership of the Colosseum of Motion Picture Salesmen, and being unable to do so by democratic means, now seeks to achieve his aims by forming his own organization."

"If this were true," said Zeltner in his reply, "I would not have declined the opportunity of running for national president at the forthcoming convention, which was offered to me by several members of the Colosseum. I declined because I had no desire to be associated with Mr. Beznor.

Grengs Charges Film 'Freeze-out'

MADISON, Wis., Sept. 17.—Suit has been filed in Federal Court here by Sheldon Grengs charging Fox circuit theatres and major distributors with collusion in keeping top product from being made available to the Hollywood Theatre at Wausau, during the period of 1942-45.

Named in the anti-trust action are Fox Wisconsin Corp., Fox Valley Corp., Fox Wisconsin Amusement Co. and major distributors, including Universal, Columbia, United Artists, 20th-Fox, Loew's, Paramount, Warner and RKO Pictures.

Grengs, who now operates out of Eau Claire, Wis., sold the house to Ben Berger and associates.

6 Per Cent Ceiling On Wage Increases

Washington, Sept. 17.—The Salary Stabilization Board today issued an order placing a six per cent ceiling a year on the total merit and length of service increases which an employer may grant.

The six per cent ceiling would apply to run-of-the-mill salaried workers, not to talent personnel. Studios could go on paying the latter under customary practices, pending a report of a special committee on talent salaries.

Initial Para. Field Parley Opens Today

With Hugh Owen, Paramount Eastern and Southern division manager, in attendance, the first meeting of the company's field sales organizations following the recent home office parley will be opened today in Dallas and continue through Saturday. A. W. Schwalberg, Paramount Distributing Corp. president; E. K. O'Shea, vice-president, and Jerry Pickman, advertising-publicity director, also plan to be on hand for the field meetings.

Second series of meetings will be held in Dallas Sept. 21-23, and the Western division will meet in Los Angeles Sept. 24-26. The Central Division will meet in Chicago Sept. 28-30, while the Eastern portion of Owen's division will gather in Boston Oct. 4-6. Philadelphia will see the final parley Oct. 6-8.

'American in Paris' Set in Five Cities

Four pre-release premiere engagements of "An American in Paris" in as many cities have been set by Loew's Theatres for Sept. 26, to mark the birthday of George Gershwin whose music furnishes the background for the M-G-M Technicolor musical, according to an announcement here yesterday by William F. Rodgers, sales vice-president.

The four openings will be held at the Victory, Evansville, Ind.; Stillman, Cleveland; State, New Orleans; and Warfield, San Francisco. Also, it will follow "Captain Hornblower," the current film at Radio City Music Hall in New York. Heralding the openings in each city will be an extensive radio and newspaper campaign, both advertising and publicity, developed by Howard Dietz, vice-president in charge of M-G-M advertising-publicity and exploitation, and Ernest Emerling, in charge of publicity and advertising for Loew's Theatres.

Walter White's Father

Walter White, Jr., president and production manager of Commodore Productions and Artists, Inc., of Hollywood, has left New York for San Francicso to attend the funeral of his father. White was in the East conferring with advertising agencies on "I Want to Get Married," a new TV program on film.

IN LOS ANGELES AT THE BEVERLY THEATRE

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THE PULITZER PRIZE AND CRITICS AWARD PLAY
"A STREETCAR NAMED DESIRE" STARRING VIVIEN LEIGH AND MARLON BRAN

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IN NEW YORK AT THE WARNER THEATRE

EETCAR

DESIRE"

CED BY CHARLES K. FELDMAN

HUNTER · KARL MALDEN Screen Play by Tennessee Williams Based upon the Original Play "A Streetcar Named Desire"
by nnessee Williams As Presented on the Stage by Irene Mayer Selznick Directed by ELIA KAZAN

DID YOU READ THE NEWS OF THE TWO LATEST 'STREETCAR' AWARDS? In world-wide competition last week the International Film Festival at Venice announced the Special Award for 'Streetcar' and the 'Best Actress' award for Vivien Leigh's performance!

SILVER ANNIVERSARY Warners OF TALKING PICTURES

Exposition

(*Continued from page* 1)

to be held with production representatives before a decision could be rendered. Production, it was pointed out, would supply most of the exhibits.

The exhibition group, which consisted of Fred J. Schwartz, Leonard Goldenson, Joseph Vogel and Harry Brandt, estimated "roughly" that the exposition would earn about $500,000 here. The MPAA financing would have to go beyond the $400,000, it was indicated, since it is planned to take the exposition on a tour of the U. S.

Foreigners Aiming

(*Continued from page* 1)

product in this country has been set up and precise methods of administration are now being determined. The money will come in the main from a percentage of frozen funds of American pictures in Italy.

Souvaine declared that there is talk in France, too, of forming a similar unit to exploit native product in this country. The import tax on films would be heightened in order to get the necessary funds.

Souvaine said the tendency abroad to make two versions or dub pictures is increasing.

In Germany Souvaine noted a renaissance of the industry and he predicted it soon will be sending pictures to America. While abroad Souvaine acquired a French film, "Diary of A Country Priest," and procured options to several others.

Souvaine said his company expects to release 14 to 16 pictures here in the forthcoming year against nine to 10 for the current year.

Marine Band for 'Leatherneck' Bow

The 86-piece Marine Corps band from Quantico will play for Times Square crowds here tonight as part of the promotion for Edmund Grainger's RKO Pictures release, "Flying Leathernecks," which will have its New York premiere tonight at the Paramount Theatre.

The band will play on the recruiting station island at 43rd Street, after parading from Columbus Circle.

Bernds Set for Two More

HOLLYWOOD, Sept. 17.—Edward Bernds starts production on "Harem Girl," Joan Davis starring vehicle which he wrote and will direct for Columbia. Following its completion Bernds will sail for England where he will direct "L.D.100" for Bernard Glasser on a loan-out deal. The director last week finished "Mental Giants," Max Baer-Maxie Rosenbloom film for Columbia and previous to that he did "Gold Raiders" for Glasser.

Writers Meet Today

The executive board of the Film Press Writers of America will meet at noon today in the offices of *Harrison's Reports* here, it was announced yesterday by Al Picoult, FPWA president.

Arthur Canton to M-G-M

Arthur Canton has joined M-G-M's home office exploitation department to work on "Quo Vadis" under Dan S. Terrell, exploitation manager.

Reviews

"Across the Wide Missouri"

(*Metro-Goldwyn-Mayer*)

MUCH of the vigor, wit and humor of men who went to trap in the old Northwest, blazing the trail for settlers, is captured in this M-G-M release. "Across the Wide Missouri," has broader appeal than most top Westerns and should do well at the box-office, both in large and small situations.

Besides the drawing power of a name cast led by Clark Gable, who gives a winning performance, the film has a fast story line and due credit should go to director William Wellman and screen playwright Talbot Jennings. An extra orchid should be pinned on William Mellor, director of photography, for his imaginative camera work, utilizing Technicolor to its best advantage in breath-taking scenes of mountain nights.

A new leading lady who plays opposite Gable is introduced in this film, Maria Elena Marques, and as his Indian wife, Kamiah, she is, in turn, enraged, coquettish, noble and courageous—but throughout a beautiful woman with audience-winning appeal.

Patrons will find it hard to recognize supporting players. For this is the story of the frontier, and although it is romanticized, its characters wear the beards, grime and war paint of the period. The usual dapper Adolphe Menjou plays the role of a begrimed French trapper, Pierre, and sports an unkempt beard, while the late Jack Holt as Bear Ghost, chief of the Blackfoot Tribe, is rigged in colorful, ceremonial robes and is equally unrecognizable.

The story opens at the annual rendezvous of fur trappers with Gable planning a beaver expendition to the yet unexplored Northwest. There, in order to win over the Indians of that territory, he marries Miss Marques, an Indian maiden whose father is chief of the Blackfoot Tribe. With 30 other free-booting adventurers he sets out on the perilous journey and once, when deep in the new territory, the band of trappers are attacked by a group of Indians, led by the fiery young brave, Ironshirt, played by Ricardo Montalban. It is during the trip that Gable is won over to his new wife who shows both resourcefulness and courage as a guide. Finally, a trappers' camp is built, but the peace established between the trappers and the Indian chief is broken by the zeal of Ironshirt and the revengeful hate of one of Gable's own men. Tragedy spills over at the end when Miss Marques is killed, but in a hair-raising episode Gable rescues his own son and slays the chief villain, Ironshirt.

The film was produced by Robert Sisk, from a story by Talbot Jennings and Frank Cavett. Others in the cast include John Hodiak, Alan Napier and Henri Letondal.

Running time, 78 minutes. General audience classification. Release date, Oct. 21.

MURRAY M. HOROWITZ

"Bannerline"

(*Metro-Goldwyn-Mayer*)

AN ENERGETIC cub reporter, with the aid of an ailing old high school teacher, does a thorough clean-up job in his racketeer-corroded home town in "Bannerline." The story moves fluidly but it is dramatized in routine fashion.

Keefe Brasselle, as the reporter, and Sally Forrest as his girl friend, enjoy the lead in this Henry Berman production. A roster of grand old timers are on hand for supporting roles. Lionel Barrymore plays the bedridden teacher whose explosive integrity goads and inspires Brasselle into heroic deeds. Lewis Stone portays a veteran newspaperman who conspires with Brasselle in a stratagem of getting off a false edition which reports the correction of abuses; and J. Carrol Naish is the gangster overlord with proper scowls and eccentric generosities. For his efforts to clean up the town, Brasselle winds up with a severe beating but that is not without its compensations, since Miss Forrest loves him all the more for it.

After considerable incident and discouragement the crusading reporter's efforts finally lead to a city house-cleaning drive. This in turn leads to glory, a raise, and romantic fulfillment for Brasselle. Don Weis directed a screenplay by Charles Schnee, based on a story by Samson Raphaelson.

Running time, 88 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"Arizona Manhunt"

(*Republic*)

AS a conventional outdoor action drama, "Arizona Manhunt" has for the younger fans the appeal of little Michael Chapin as "Red" and little Eilene Janssen as "Judy." It certainly does not have the credibility to satisfy the discerning Western fan who sometimes want their heroes and even villains to be smart, and at least to have some marksmanship.

The story revolves around the sudden disruption, capture and partial extinction of Stuart Randall's desperadoes, after a long series of bank robberies. Before his death, he hides the gold in a cave. Sheriff James Bell and deputy John Baer capture Stuart's brother, Roy Barcroft, and Stuart's foster daughter, Miss Janssen. The former they jail; the latter they nurse back to health and away from her hatred of the law. Enter then the desperadoes' agent, charming Lucille Barkley, who believes Eileen knows where the gold is hidden. She engineers Roy's escape, Eilene's kidnapping, and away they go to the cave and the gold. But little Red, deputy Baer, and Sheriff Bell catch up with them.

Rudy Ralston was associate producer, and Fred C. Brannon the director.

Running time, 60 minutes. General audience classification. Release date, Sept. 15.

'Red' Probe

(*Continued from page* 1)

propaganda implement, but named few names not previously mentioned, as the opening witness at hearings which started today before the House Un-American Activities subcommittee.

Ashe, who said he quit the party in 1939, after serving as a member and official since 1933, said the film industry has put an end to the "apathy" which enabled the party to make early progress in the infiltration program, but the public at large has not. He advocated the outlawing of the party and denying it the use of the mails.

The single picture named by Ashe as Communist-inspired, up to a late hour, was "Blockade" which he said John Howard Lawson and Clifford Odetts succeeded in getting produced after being instructed to do so by the party.

He indicated that there were others that he might name later. Jeff Kiber, whose name figured conspicuously in the 1945 and 1946 studio strike news, although he is an official of the fisherman's union was acting on party instructions when he took part in those strikes, according to Ashe. Ashe said Charles Dagget, who has held various journalistic and publicity posts in Los Angeles, had served the party as a contributor of articles to *New Theatre* magazine. Lou Harris, employed by Paramount as a publicist and trailer producer until a few years ago, was named by Ashe, as was his wife, as party members during Ashe's term as an organizer.

Pickets, identified by their spokesman as representing the Arts, Sciences and Professional Council, were out in force before the federal building this morning, and picked up by KTTV television cameras under a final decision by the committee to permit audio coverage of the entire proceedings but video coverage of only events outside the hearing room.

'Red' Probe Support Pledged by MPIC

In a statement to John S. Wood, chairman of the Un-American Activities Committee, the Motion Picture Industry Council has reiterated its opposition to communism and pledged its support to "any legally constituted body" working towards the exposure and destruction of communism. The statement was read into the Congressional Record by Wood yesterday. The committee is now holding hearings in Los Angeles.

Declaring that it speaks on behalf of the industry in Hollywood, MPIC in its statement repudiated "the 'Arts, Sciences, and Professions Council,' and any right of that organization to speak for any branch of the motion picture industry in attacking the purposes and objectives of your body".

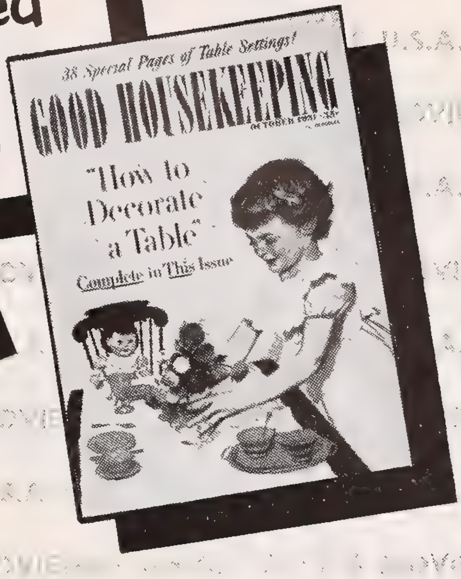
The statement said that "it is our hope that witnesses will testify honestly, freely and fully, in cooperation with your committee."

On March 21 MPIC issued a statement denouncing Communists.

"We are hopeful that through and as a result of the hearings of your committee, ways and means will be provided which will enable the nation to fairly, legally and effectively deal with the problem of Communist or subversive elements," the statement concluded.

"IT'S MOVIETIME U.S.A." ★ "IT'S MOVIETIME U.S.A." ★ "IT'S MOVIETIME U.S.A." ★ "IT'S MOVIETIME U.S.A." ★ "IT'S MOVIETIME U.S.A."

These great motion pictures will be advertised in the October Issue of Good Housekeeping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"How to Decorate a Table"
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M-G-M's "An American in Paris"

Paramount's "A Place in the Sun"

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GOOD HOUSEKEEPING *pre-sells* by solid and continuous editorial support, by active exploitation and promotion.

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Guaranteed by
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IF NOT AS ADVERTISED THEREIN

Millions of women are influenced by this symbol

GOOD HOUSEKEEPING

...NOW THAT
NEW YORK
IS ALL
LINED UP
FOR
Victoria
SATURDAY'S HERO
A COLUMBIA PICTURE
Starring
JOHN DEREK ★ DONNA REED

keep your eye on

SEATTLE	COLISEUM	SEPT. 20
OKLAHOMA CITY	CENTER	SEPT. 26
INDIANAPOLIS	LOEW'S	SEPT. 26
KANSAS CITY	MIDLAND	SEPT. 26
TULSA	ORPHEUM	SEPT. 27
WASHINGTON, D. C.	WARNER AMBASSADOR	SEPT. 27
SALT LAKE CITY	UTAH	SEPT. 28
DETROIT	PALM STATE	SEPT. 28
SPRINGFIELD, MASS.	BIJOU	OCT. 1
BALTIMORE	HIPPODROME	OCT. 3
MIAMI	CARIB MIAMI MIRACLE	OCT. 3
NORFOLK	NEWPORT COLLEY	OCT. 3
DES MOINES	ORPHEUM	OCT. 3
CINCINNATI	PALACE	OCT. 3
PORTLAND, ME.	STRAND	OCT. 3
ROCHESTER	ROCHESTER	OCT. 3
NASHVILLE	VENDOME	OCT. 3
SAN ANTONIO	AZTEC	OCT. 4
BOSTON	ORPHEUM STATE	OCT. 4
MEMPHIS	STATE	OCT. 4
CLEVELAND	PALACE	OCT. 4
HARTFORD	E. M. LOEW	OCT. 5
ST. LOUIS	STATE	OCT. 6
PROVIDENCE	STATE	OCT. 7
SYRACUSE	STATE	OCT. 8
BUFFALO	LAFAYETTE	OCT. 10
TOLEDO	RIVOLI	OCT. 11
MINNEAPOLIS	ORPHEUM	OCT. 11
ST. PAUL	ORPHEUM	OCT. 11
LOUISVILLE	STATE	OCT. 11
BIRMINGHAM	STRAND	OCT. 11
PHILADELPHIA	MASTBAUM	OCT. 18
CHICAGO	STATE-LAKE	OCT. 19
COLUMBUS	OHIO	OCT. 24
HOUSTON	METROPOLITAN	NOV. 8

Columbia Pictures presents SIDNEY BUCHMAN'S Production of

SATURDAY'S HERO starring John DEREK • Donna REED

with Sidney BLACKMER • Alexander KNOX • Produced by BUDDY ADLER • Directed by DAVID MILLER

Based on the novel THE HERO by Millard Lampell • Written for the Screen by MILLARD LAMPELL and SIDNEY BUCHMAN

Boost Films

(*Continued from page* 1)

and *People Today* articles, *Look Magazine* will be on the stands Oct. 9 with a six-page feature—two pages in full color—titled: "Who Says That Hollywood Is Dying?" which discusses current box-office hits and soon-to-be-released product of all companies. This article will be cross-plugged in a pooled newsreel feature in which Gardner Cowles, publisher of *Look*, and actor George Murphy, discuss both the article and the nationwide celebration of "Movietime U.S.A." The newsreel will be released the week of Oct. 8, to coincide with appearance on the stands of the *Look* article.

1,000 Turn Out for K. C. 'Movietime' Meeting

KANSAS CITY, Sept. 17. — With 1,000 members of the industry in this area attending, "Movietime U.S.A." plans were described to an enthusiastic audience in the Fox Orpheum Theatre here today by R. J. O'Donnell, national camapign director; Arthur L. Mayer, executive vice-president of COMPO, and Rev. Bill Alexander of Oklahoma City.

Arthur Cole of the Paramount exchange here was chairman of the meeting. Russell Borg and Harold Lyons are distributor co-chairmen for the local campaign, and Jay Wooten, Dale Danielson and M. B. Smith, exhibitor co-chairmen. The meeting was followed by luncheon at the Hotel Muehlebach for 150 exhibitors and sales representatives, at which James W. Lewis, RKO Pictures branch manager here, presided.

Set Plans for 'Movietime' In Mid-South Drive

MEMPHIS, Sept. 17.—Half a hundred Memphis-based film salesmen today embarked upon a new kind of selling campaign.

Their customers will still be the theater owners, but for the next two weeks, they will be selling them an idea "Movietime U.S.A." rather than pictures to fill their screens.

As a preliminary to selling Mid-South theater owners on participating wholeheartedly in the celebration, film salesmen met with the "Movietime, Mid-South" committee at the Hotel Gayoso this morning. This meeting, presided over by M. A. Lightman, Sr., aroused so much enthusiasm that the salesmen voted to start their two-week "Movietime" selling campaign immediately. With special emphasis on the first two months, to help defray local expenses for the million-dollar celebration, exhibitors will be asked to contribute at the rate of five cents for each conventional theater seat they own, and 10 cents for each drive-in theater speaker.

Series of N. Y. 'Movietime' Meets Are Planned

ALBANY, N. Y. Sept. 17.—A series of regional "Movietime U. S. A." meetings has been scheduled: Cooperstown, Smalley Theatre, Sept. 21; Albany, Teneyck Hotel, Sept. 24; Utica, Sept. 26; Watertown, Woodruff Hotel, Sept. 27; and Plattsburg, Sept. 28 (tentative).

Two branch managers will be present at each meeting, while Harry Lamont, exhibitor chairman, will attend all. So will Leo Rosen, publicity chairman, and Charles A. Smackowitz, chairman, for the luncheon.

N. Y. Grosses Are Lively

(*Continued from page* 1)

at Radio City Music Hall is expected to do a robust $140,000 in its first stanza, while "Saturday's Hero," sparked by the RKO Pathe Robinson-Turpin fight film, is expected to rack up a healthy $41,000 for its first week at the Victoria. A complete sell-out was scored for the first six days of the reserved seat engagement of "The River" at the Paris Theatre where $14,000 was registered.

Hold-overs, with few exceptions, are doing well. At the Roxy, a nice $85,000 is estimated for the final nine days of "People Will Talk," plus an ice and variety show; "No Highway in the Sky" will open Friday.

"A Place in the Sun" has dipped somewhat at the Capital, from the corrected figure of $74,000 for the second week, to $69,000 for the third, but it's still considered doing very well. Other dips are being registered at the Rivoli and Paramount, but both "David and Bathsheba" and "His Kind of Woman," respectively, are still bringing in the customers. For its fifth stanza at the Rivoli, "David" is expected to ring up a good $50,000, which is $8,000 less than the previous week. At the Paramount a fair $51,000 is seen for the third and final week of "His Kind of Woman," compared to last week's nice $64,000. "Flying Leathernecks" moves into the Paramount tomorrow, plus a stage bill topped by Louis Prima and his band.

"Rhubarb" at the Globe is doing robust business with $26,000 estimated for the third week, while "The People Against O'Hara" is fairly good at Loew's State with $18,000 estimated for the second week.

Still hitting the more than satisfactory category are Walt Disney's "Alice in Wonderland," at the Criterion where another $16,000 is estimated for the eighth stanza, and "Oliver Twist" at the Park Avenue where a fine $12,200 is seen for the seventh week.

"Here Comes the Groom" will open Thursday at the Astor, replacing "Jim Thorpe—All American," which is expected to bow out with a comparatively weak $13,000 for its fourth and final week. The slow "Painting the Clouds With Sunshine" at the Warner will be replaced tomorrow by "A Streetcar Named Desire." The third and final stanza of the Technicolor musical at the Warner is expected to yield a weak $12,000.

A fair gross of $10,500 is seen for the second week of "The Medium," at the Sutton. "The Day the Earth Stood Still" will open tomorrow at the Mayfair, which is pulling "Little Egypt," after a third week of a not-too-slow $9,000. Holding up well are "The Tales of Hoffmann," at the Bijou, where a very good $11,500 is expected for the 24th stanza, and "Kind Lady" at the Trans-Lux 52nd Street, where $6,400 is seen for the sixth week.

$50,000 For 'David,' and $30,000 for 'People' in Chi.

CHICAGO, Sept. 17.—"David and Bathsheba" is turning in a top-notch box-office performance at the State Lake here, racking up a giant $50,000 in its first week, with the second session headed for a big $40,000 after turning in a $25,000 week end. "People Will Talk" is doing better than any 20th Century-Fox picture in the Woods since "Broken Arrow," with a very good $30,000 expected for the first week which ends tomorrow.

61 Buy 100 Booths

(*Continued from page* 1)

orial Hospital and the New York office of Civil Defense will also exhibit as guests of TOA.

Buying Power

The buying power of 10,000 theatres will be represented in the attendance figures, according to Fabian. Over 50 per cent of motion picture theatres buying power is within a radius of 350 miles of New York City.

Business sessions scheduled for the convention include definitive discussions with experts and technicians on the following: Government regulations on upkeep and maintenance; the unfair competition of 16mm. films; theatre - TV integration; exhibitor-distributor relations; showmanship—1952.

Jay Golden Here

Jay Golden, who has been acting manager of RKO Keith's Theatre in Washington, has arrived here. After several days at RKO Theatres' headquarters, he will leave for Rochester and his new post as manager of RKO's New York-New England division.

David Barrist, 60

David Barrist, former operator of a chain of motion pictures theatres in Philadelphia, who had also published *The Exhibitor*, a film trade publication, died late last week at his home in Ventnor, New Jersey. The widow, Edith, survives.

400 Register for TOA Convention

Additional registrations for the convention and trade show of the Theatre Owners of America have been received at TOA headquarters here in the past week, boosting the total to 400. The convention and exhibit will open next Monday at New York's Hotel Astor, continuing through Thursday.

Based on figures at this time last year, the New York attendance should far exceed the gate at TOA's Houston meeting.

Chairmen for each of the three convention luncheons which have been scheduled are: Sherrill C. Corwin of Metropolitan Theatres, Los Angeles, chairman of the Sept. 25 luncheon; Guthrie F. Crowe of the Kentucky Association of Theatre Owners, Sept. 26, and Charles P. Skouras of National Theatres, Los Angeles, Sept. 27. All three luncheons will be held at the Astor.

R. C. McCullough has replaced Joseph J. Zaro as chairman of the convention committee on theatre equipment and maintenance.

NBC Gets New Unit

National Broadcasting has acquired the New Amsterdam Roof Theatre here for use as a telecast studio. It has also bought the television equipment already installed in the theatre by WOR-TV.

Theatres Plan for Saddler-Pep Fight

Theatres are now setting plans for the Saddler-Pep exclusive theatre TV fight on Sept. 26.

In Boston, the Pilgrim Theatre is having a steady ticket sale for the bout, with more than 200 seats already sold. In Washington, the RKO Keith's announced that it will charge $1.20 for the fight, just about half the price charged for the Robinson-Turpin bout. RKO Pictures has the film rights to the Saddler-Pep fight, as it did for the Robinson-Turpin one.

Theatre Video Test

(*Continued from page* 1)

favorable response. Civil Defense Administrator Millard Caldwell said theatre TV could "sharply speed up the training of Civil Defense volunteers," and that this was needed because "Civil Defense is working against the Clock." He predicts that before long workers in 50 or more cities "may be able to join us for training sessions like this."

Stresses Past Services

Gael Sullivan, executive director of the Theatre Owners of America, stressed the past services of exhibitors and declared that "with the perfection and use of large-screen theatre television, a new era of public service is unfolded."

The four theatres used in the first test were the Paramount in New York, Warner's Stanley in Philadelphia, Loew's Century in Baltimore and RKO-Keith's in Washington.

British Clamor

(*Continued from page* 1)

weekend which, allowing for change-overs, are now servicing about 350 theatres. There is no doubt that RKO will establish an all-time high here for a picture of this sort.

Business At All Theatres

Business at all theatres playing the film was reported to be well above average.

Lou Elliman, chief of the Dublin Odeon theatres, stole a march on his English rivals. He picked up a print at Shannon Airport and started screenings in his three Dublin theatres Friday night.

RKO reported that, at an early date, the film had not been booked for Leamington Spa where Turpin lives.

N. J. TV Tilt

(*Continued from page* 1)

Park last week. Greene contended that the televised bout was a "live" event, subject to the regular commission tax. Other state boxing commissions are reported also eyeing exclusive fight telecasts for taxing purposes.

In his responding letter, Reade seconded Greene's proposal for a conference to discuss the question and asked the boxing commissioner for an appointment at his convenience, which would probably take place in Trenton.

"The New Companion-approved movie Starts today!"

A PLACE IN THE SUN
A PLACE IN THE SUN

Box office lines replace the lines on a theater manager's brow when the latest COMPANION-approved movie comes to town. It happens again and again—that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine.*

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
"An American in Paris"—METRO-GOLDWYN-MAYER
"A Place in the Sun"—PARAMOUNT PICTURES CORP.
"Angels in the Outfield"—METRO-GOLDWYN-MAYER

Woman's Home COMPANION
CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.

AS OHIO GOES SO GOES THE NATION!

FLASH! "CHRISTY" A SMASH IN FIRST OPENINGS . . .

IN 200 DATE OHIO-INDIANA PREMIERE . . .

TRADEVIEWS by W.R. WILKERSON

• One of the greatest bursts of audience enthusiasm we've heard in a long time was at a recent premiere of "A Millionaire for Christy" — a comedy and a good one. It indicated an audience desire for a good belly laugh, of which there are many in this picture. More people are buying tickets for GOOD PICTURE than ever.

THOR PRODUCTIONS
presents
FRED MacMURRAY
ELEANOR PARKER
in
"A MILLIONAIRE FOR Christy"
with
RICHARD CARLSON
UNA MERKEL · CHRIS PIN MARTIN
DOUGLAS DUMBRILLE · KAY BUCKLEY
Produced by BERT E. FRIEDLOB
Directed by GEORGE MARSHALL
Screenplay by Ken Englund
Original Story by Robert Harari
Music by Victor Young
A Twentieth Century-Fox Release

THE CROWDS ARE BACK THANKS TO 20th CENTURY-FOX!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 56 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 19, 1951 TEN CENTS

Coast Parley Holds Fate Of Exposition

N. Y. Exhibitors, Studio Heads Will Weigh Costs

A committee of New York theatre owners, headed by Fred J. Schwartz of Century Circuit, will meet soon in Hollywood with a group of studio chiefs to expand on plans which have been set up for a "Movietime U.S.A." exposition, it was reported yesterday following a meeting here of the executive committee of the Motion Picture Association of America board.

Pending a report by studio heads on costs of constructing and transporting equipment for the exhibit, slated first for the Grand Central Palace here, the MPAA executive group will withhold its reply to the exhibitor group request for MPAA financing of the project.

The Coast meeting between the theatremen and production heads will be

(*Continued on page* 4)

Add Six Colleges To Theatre TV Football Program

Six additional major Eastern colleges have agreed to participate in the fall theatre television program, bringing the total number of colleges to 13, Theatre Network Television disclosed here yesterday.

The newly announced participants are Army, Pennsylvania State, University of North Carolina, Maryland, Colgate and Boston University. Previously announced as participating in

(*Continued on page* 6)

Produce Old Names At Red Hearings

Leo Townsend, screenwriter now employed at Warner Brothers studio, was the principal witness at today's Un-American Activities Committee hearings, mentioning about forty film names, nearly all brought up in previous hearings, as Communist Party workers during his five-year membership, 1943-48.

Townsend told the committee that

(*Continued on page* 4)

Canadian Theatres' Refreshment Sale Is Now $9,400,000 A Year

Washington, Sept. 18. — Ninety per cent of Canadian theatres now sell refreshments, with gross sales running about $9,400,000 annually, according to the U. S. Commerce Department. Film chief Nathan D. Golden said the increased sale of refreshments by Canadian theatres has been one of the key recent developments in Canadian exhibition.

Golden also reported there are now approximately 1,800 standard 35mm. theatres and 68 drive-ins operating in Canada, with a combined seating capacity of over 933,000 for the indoor theatres and 30,000 cars for the drive-ins.

Minnesota Colosseum Loge Objects to $7 Pay Increase

MINNEAPOLIS, Sept. 18.—If the attitude of the Minneapolis Loge of the Colosseum of Motion Picture Salesmen of America is any criterion, there is only slim likelihood that the new $7-per-week wage increase agreement reached recently by the Colosseum negotiators and the distributors will be accepted by the salesmen's union convention in St. Louis on Oct. 27.

A Loge spokesman here said the compromise wage hike was "not in keeping with the increased cost of living." He pointed out that two previous increases amounted to $10 weekly each "at a time when living costs had not spurted at the high rate of the last year or two."

Moreover, he said, the Minneapolis Loge "feels strongly against acceptance of a two-year pact without an escalator clause." However, the unit has

(*Continued on page* 6)

Let Hidden 'Mikes' Record Deals for Product: Rembusch

CHARLESTON, W. Va., Sept. 18.—Trueman T. Rembusch, president of national Allied, today urged members of the organization to install in their offices wire or tape recorders with hidden microphones as means of securing evidence "of forcing or other violations of the decree, as well as securing a record of the verbal promises of the salesman or manager" during negotiations for product.

Citing an instance where an exhibitor was able to use a tape recording as evidence of industry anti-trust de-

(*Continued on page* 4)

SCHARY RAKES ARTY CRITICS, 'GLOOMY ORACLES', PROBERS

LOS ANGELES, Sept. 18.—In a speech today before the Los Angeles Advertising Club, Dore Schary, M-G-M production vice-president, castigated "these gloomy oracles" who contend the film industry is "about finished."

"Anyone," he said, "not blinded by cataracts of prejudice or misinformation" could observe that "stages are humming, employment is higher than it has ever been."

Dore Schary

Although he mentioned no assailant of the industry by name, it was apparent from much of what he said that Schary had in mind the recent attack by *Life* magazine.

"The true picture," he told his audience of advertising specialists, "is a picture of an industry that is furnishing more theatres than ever before in its history, with better product from every company than it has ever furnished—an industry that since the war has been adjusting its costs to an efficient scale of operations—that is making a larger number of high cost pictures than ever before and is proving by returns on these films that its audience is still attached to this medium of entertainment."

"It is," he continued, "an industry that has not adopted an ostrich-like attitude toward television, but has on the other hand viewed it sensibly and

(*Continued on page* 6)

Allied Eyes 'Movietime' Film Terms

Myers Asks for Facts, Not 'Vague Charges'

WASHINGTON, Sept. 18.—Members of Allied States Association were asked by general counsel Abram F. Myers to report to him any distributor "price gouging" for films during the run of "Movietime U.S.A."

In a bulletin to Allied members, Myers said "complaints of a general nature" had come up to the effect that some distributors had "taken advantage of the eagerness of exhibitors to support 'Movietime' by demanding excessive rentals for films scheduled for release and exhibition during the campaign."

Stating that he was "confident that this matter can be straightened out without injury to the campaign," Myers asked that full facts and ac-

(*Continued on page* 4)

Starr Will Deliver Keynote at TOA's Annual Convention

Alfred V. Starr, owner of theatres in Tennessee, Arkansas and Alabama, has been designated as the keynote speaker for the Theatres Owners of America convention at the Hotel Astor here Sept. 24-27, it was disclosed in New York yesterday by Gael Sullivan, TOA executive director.

Sullivan reported also that Grover Whalen, official greeter of the City of New York, will be on hand to bid the delegates welcome.

Starr, head of the Bijou Amuse-

(*Continued on page* 6)

NameNewU.K.Films Council Members

LONDON, Sept. 18.—The Board of Trade today announced the membership of the new Cinematograph Films Council which, with the appointment of Sam Eckman of M-G-M, again includes American representation after several years without it

The Earl of Drogheda, independent member, continues as chairman. Pro-

(*Continued on page* 6)

Personal Mention

ARTHUR S. ABELES, London managing director for Warner Brothers; David Niven and his wife; Richard Ney, Robert E. Sherwood and John G. McCarthy, president of the Motion Picture Association of America, will arrive here today from England on the *S.S. Queen Mary*.

•

Charles Simonelli, Universal Pictures' Eastern advertising-publicity manager, has returned to New York from California, following studio conferences with David A. Lipton, vice-president in charge of advertising-publicity.

•

Alfred W. Crown, worldwide sales vice-president for Samual Goldwyn Productions, left New York yesterday for Hollywood.

•

Bernard Jacon, vice-president of Lux Film Distribution Corp., is being operated on this morning for minor surgery at St. Clare Hospital here.

•

F. J. A. McCarthy, Universal Pictures' Southern and Canadian sales manager, will leave New York today for Toronto.

Final 2 Paramount Meeting Dates Set

Final dates have been scheduled for Paramount's division sales meetings on the local level which will be attended by A. W. Schwalberg, president, and E. K. O'Shea, vice-president of Paramount Film Distributing Corp., along with Jerry Pickman, director of advertising-publicity.

A change in the itinerary sets a meeting of Hugh Owen's Eastern branch managers in Boston on Oct. 4-6, to be followed by final sessions in Philadelphia on Oct. 6-8 for members of Howard Minsky's Mid-Eastern division.

'Sinatra Story'

The October edition of *Redbook Magazine* contains a feature article entitled "The Nancy Sinatra Story," written by Jim Henaghan, illustrated in color and covering five pages. Through a typographical eror it was erroneously stated in this publication yesterday that the article was in *Outlook*.

Father of Frank Murphy

Fire deputy John Murphy, father of Loew's Cleveland district manager Frank Murphy, died last Sunday at his home in Brockton, Mass. Services will be held today from Hickey's Funeral Home in Brockton, Loew's reported here yesterday.

'Gypsy Blood' Release

David O. Selznick will release "Gypsy Blood," the Michael Powell-Emeric Pressburger production starring Jennifer Jones, with David Farrar and Cyril Cusack, as a Selznick International Picture.

Senate Committee Reports Tax Bill

Washington, Sept. 18—The Senate Finance Committee today formally reported its tax increase bill to the Senate, without making any last-minute changes in earlier decisions on the admission tax, photographic excises or other provisions of interest to the film industry.

Exact wording of the various provisions will not be available until tomorrow. The Senate is scheduled to take the bill up for debate tomorrow, and majority leader McFarland (D., Ariz.) said he hopes to have the bill passed by the end of the week.

Finance Committee Chairman George (D., Ga.,) said, however, it might be the middle of next week before the Senators complete work on the measure.

Radio Hurdles World In 'Desire' Bow

Hollywood, Sept. 18.—World-wide radio coverage was given to tonight's premiere of Warner Brothers, "A Streetcar Named Desire" at Warner's Beverly Theatre.

The festivities were beamed to Italy by the "Voice of America," to England by British Broadcasting Co., to France by Radio Difusion Francais and to troops throughout the world by Armed Forces Radio Service.

The events were also carried to all parts of America through the Liberty Network's 427 stations, through CBS on George Fisher's program, ABC on Frances Scully's program and Mutual on Lyn Castille's show as well as through KFWB and KMPC.

Minimum Playing Time for 'Kon-Tiki'

Fifteen individually-owned art theatres are joining RKO Pictures in a city-wide cooperative newspaper and radio campaign, as well as local specialized exploitation, to promote "Kon-Tiki," Sol Lesser film, in 15 different areas, beginning Wednesday, Oct. 3.

Extended runs in these art theatres is being realized by these theatres submitting minimum-guarantee playing time of between two and four weeks each and longer. Following the runs in the 15 hand-picked art houses, "Kon-Tiki" will play simultaneously in approximately 100 theaters in Greater New York. The first two art houses to sign on this arrangement are the Astor and Vogue theatres in Brooklyn.

James J. Kelly, 65

Buffalo, Sept. 18.—James J. Kelly, 65, associated with theatres in Western New York for more than 40 years, died here over the weekend following an illness of several months. Kelly was manager of the Buffalo drive-in theatre until his illness last Spring. He at one time was manager of the Riviera in North Tonawanda for a long period and managed the Strand and Cataract theatres in Niagara Falls for eight years.

Surviving are the widow, Frances M., and two sisters.

Skouras to Zurich To View Eidophor

Spyros P. Skouras, president of 20th Century-Fox, accompanied by Mrs. Skouras, is scheduled to leave here tonight by plane for Zurich, Switzerland, where Skouras will join other company executives to view the Swiss Eidophor television system.

He plans to return here in time for the Oct. 4 stockholders meeting and hopes to demonstrate the Eidophor system then, depending on what is seen in Zurich.

Another tentative trip abroad by Skouras, which will take him to France, Greece, Israel, Egypt and South Africa following his return in October, is also planned.

Earl Sponable, 20th-Fox research director, and two of his assistants who left here Saturday, have arrived in Zurich.

Band at Opening Of 'Leathernecks'

The 86-piece Marine Corps band from Quantico, led by Warrant Officer Derryl G. Sherman, entertained at Times Square last night as part of the promotion of Edmund Grainger's RKO Radio release, "Flying Leathernecks." The New York premiere of the picture also took place at the Paramount Theatre last night.

A reception also was held last night at the 21 Club for 250 civic officials and representatives of newspapers, radio and TV stations and the trade press. Janis Carter, feminine star of the film, flew in from Hollywood to attend the premiere. William Bendix, star of RKO's "A Girl in Every Port," also was present. The entire receipts of the premiere performance will be turned over to the New York Journal-American Fund for Disabled War Veterans.

SPG 20th-Fox Unit Hits Agency Report

In an "open letter" to Spyros P. Skouras distributed yesterday by members of the Screen Publicists' Guild unit at the 20th Century-Fox home office, protest was made against a report that the company was considering eliminating its advertising-publicity and art departments and retaining an agency to handle the work.

The SPG unit currently is endeavoring to negotiate new terms to replace those in the existing contract which expires at the end of next month. Company officials could not be reached yesterday for comment on the "report" of the departmental change mentioned in the union's "open letter."

Pillot Joins 20th's NY Publicity Staff

Leo Pillot has joined the home office publicity department of Twentieth Century-Fox. Pillot, who resigned as special events director at Columbia Pictures several years ago, had until recently been handling personal management of comedian Sid Caesar.

Newsreel Parade

PRESIDENT TRUMAN blasting Russia and the Kaesong strafing incident are current newsreel highlights. Other items include the Atlantic Pact parley, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 76—Truman blasts Soviet tyranny. Kaesong strafing admitted by U. S. Czechs crash Iron Curtain. Gromyko goes back to Russia. England worried over its king. Sports: Golf, Rodeo, Tennis.

NEWS OF THE DAY, No. 206—Truman brands Soviet tyranny as world's worst. Korean parley stalled as Reds accuse UN. Iron Curtain crashed. Atlantic pact chiefs confer in Canada. Auto classic. Turf thriller plus new hats.

PARAMOUNT NEWS, No. 9—Declaration of Independence sealed at Washington. Hollywood ceremonies honor film pioneers. College fashions in New York. European oil refinery at Fawley, England. NATO chiefs meet in Ottawa. Football.

TELENEWS DIGEST, No. 38A—Desert maneuvers in the Sahara. The war in Indo-China. Red round-up in Japan. England's new oil refinery. Gen. Marshall at home. The Edgemere handicap at Aqueduct.

UNIVERSAL NEWS, No. 492—Atlantic pact parley. Probe Kaesong charges. Constitution preserved. Lord Mayor of London visits Williamsburg, Va. Test new desert uniform. Pendleton round-up. Bull fight in Portugal.

WARNER PATHE NEWS, No. 11—UN admits plane strafed Kaesong in error. President sees new process preserve U. S. charters. Gen. Marshall retires. Atlantic treaty nations begin talks. British open oil refinery. Paris: latest fashions. European moto-cross championships. Golf.

Foundation Fund Committee Meet

The entertainment sub-committee of the Foundation of Motion Picture Pioneers' Fund Committee will hold its first meeting here today. Harry Brandt is chairman of the group.

The committee, which will concern itself with obtaining the services of top entertainment for the program of events being scheduled by the Fund group, has as co-chairman Abel Green and consists of William Morris and Ben Kalcheim of the William Morris Agency; Guy Eyssel, Radio City; A. J. Balaban, Sam Rausch and Arthur North, Roxy Theatre; Harry Anger, General Artists Corp.; Harry Romm and Lou Wasserman, Music Corp. of America; Robert Weitman, Paramount; Joe Vogel, Loew's; Al Rylander, Columbia.

Coordinating the efforts of this group will be a steering committee composed of Jack Cohn, Harry Brandt, H. J. Takiff, A. J. Balaban, Sam Rausch and Arthur North.

Ohio Drive-In Fire

Cincinnati, Sept. 18.—The Fayette Drive-in at Washington Court House, Ohio, was destroyed by fire of undetermined origin, with a loss estimated by the owner, James Mead, to be $25,000.

Alphonse Mousette, 59

Ottawa, Sept. 18.—Alphonse Mousette, 59, operator of theatres in Hull, Aylmer and Masson, Quebec, and three times Mayor of Hull, died, at the weekend. He is survived by the widow and a daughter.

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Accurate
Concise
and
Impartial

MOTION PICTURE DAILY

FIRST
IN
FILM
NEWS

“A Streetcar Named Desire” Opens Today

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New York. — “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today.

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(*Continued on page* 3)

‘A Streetcar Named Desire’ Opens Today

Los Angeles.—“A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire” Opens Today. “A Streetcar Named Desire”

“A Streetcar Named Desire” Opens Today

Warner Bros. present on the screen the Pulitzer Prize and Critics Award play “A Streetcar Named Desire.” An Elia Kazan production, produced by Charles K. Feldman. Starring Vivien Leigh and Marlon Brando with Kim Hunter and Karl Malden. Screen play by Tennessee Williams based upon the original play “A Streetcar Named Desire” by Tennessee Williams as presented on the stage by Irene Mayer Selznick. Directed by Elia Kazan.

“A Streetcar Named Desire” Opens Today

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Allied Eyes

(*Continued from page* 1)

curate information in each case be sent to him as soon as possible. "In a matter of this importance," he declared, "your association cannot act on vague, general charges."

Myers excluded from his request pictures "which may reasonably be classed as 'special'," saying that "specials constitute a long-standing problem which can not be dealt with within the purview of the present survey."

The Allied members were told that the information would not be released "in such form that individual exhibitors can be identified. All we want to know now is whether the film companies, or any of them, are making a practice of hiking rentals on 'Movietime' pictures. It is not our purpose now to supplant other machinery for handling grievances."

Myers went on to say there could be no doubt that "some exhibitors have been asked by certain distributors to pay higher rentals for films listed in the 'Movietime' press book than they are accustomed to pay." He added, however, that the complaints have come from a limited number of territories and, except in one instance, did not cite specific cases.

"It is unthinkable," he continued, "that any responsible film executive would permit, much less order, his sales force to endanger the 'Movietime' campaign by widespread demands for increased prices for pictures to be shown during the campaign." National Allied, he said, would make no such charge "unless the facts force it to do so."

Blumenstock to Coast for Star-Tour Conferences

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, and chairman of "Star Tours Movietime U.S.A.," will leave here for the Coast by plane Friday to confer with R. J. O'Donnell and the West Coast committee of the Council of Motion Picture Organizations on the tour of stars for "Movietime U.S.A."

800 Exhibitors At Cleveland Meet

CLEVELAND, Sept. 18—Eight hundred enthusiastic exhibitors of Cleveland and surrounding towns and all exchange personnel greeted Arthur Mayer and R. J. O'Donnell at the "Movietime" industry rally today in the WHK Studio Theatre as opening campaign speakers outlined the Texas campaign and stressed the importance of industry cooperation. Meyer Fine, regional chairman, presided. The speakers flew to Los Angeles for the 32nd and last nationwide rally.

Lux Radio Theatre Tribute To Include Seven Films

Scenes from seven current or forthcoming pictures will be enacted by the Lux Radio Theatre next Monday night over the CBS network as its tribute to "Movietime, U.S.A."

The pictures include "An American in Paris," "Distant Drums," "Saturday's Hero," "Here Comes the Groom," "Thunder on the Hill," "Pride of St. Louis," "His Kind of Woman," and "The Wide Blue Yonder."

Nearly 1,000 prints of a 100-foot type trailer announcing the broadcast and urging people to listen have been ordered by exhibitors from National Screen Service.

Now N.Y. Times *Hits* Life's *Reporting*

Arthur Hays Sulzberger, publisher of the New York *Times*, currently observing its 100th birthday, has accused *Life* magazine of having inserted words in an article by Meyer Berger, *Times* writer, published in the current *Life*. The doctoring was said to have been done without Berger's knowledge. The *Times* and *Life* heretofore have been on good terms.

The incident recalls motion picture industry charges that *Life's* Aug. 13 article burying Hollywood ignored or distorted all constructive information given *Life's* reporters.

Rembusch Says

(*Continued from page* 1)

cree violations, Rembusch told the convention here of the West Virginia Allied that recorders can be purchased "very reasonably" from a number of firms, including National Theatre Supply. "Every exhibitor's office should have one installed," he declared.

Explaining Allied's efforts toward securing frequency allocations from the Federal Communications Commission, Rembusch said that as a result of meetings with TOA representatives S. H. Fabian and Mitchell Wolfson an "almost" unified industry front should result for the forthcoming FCC hearings.

Any widespread use of Phonevision or Skiatron, home TV subscription systems, would find large screen TV projectors being installed by clubs, bars and social organizations, Rembusch warned. "Let production and distribution contemplate recovering their production costs at admissions of one-fifth of a cent."

The Allied president said speakers at the organization's annual convention in New York, Oct. 30-Nov. 1, will include all but two of the distribution companies' presidents; Dore Schary, M-G-M production vice-president, and Ronald Reagan, president of the Screen Actors Guild.

The West Virginia exhibitors were addressed also by Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, who cited the need for COMPO and described the preparations and prospects attending the "Movietime U.S.A." campaign. The meeting was then transformed into a "Movietime U.S.A." organizational meeting, with Fred Helwig, W. Va. Allied president; Rube Shor, treasurer, and Gene Custer presiding at various intervals. Another speaker was Jack Jackson of National Screen Service. A committee to spearhead the local "Movietime" drive will be named at tomorrow's convention session.

Maurice A. Bergman, director of public relations for Universal-International, will serve as master of ceremonies at the West Virginia organization's annual banquet tomorrow evening.

Exposition

(*Continued from page* 1)

arranged by the presidents of the MPAA member companies. At yesterday's executive committee meeting, to which circuit heads Schwartz, Joseph Vogel, Harry Brandt and Max A. Cohen were invited, the company presidents pointed out that the MPAA would have to rely on the advice and judgment of the Coast executives in determining the extent to which the companies could underwrite an exposition.

The exhibitors have estimated that $400,000 in MPAA financing would be required. The presidents want the studio heads' opinion on this. If the Coast executives should decide a greater amount would be required—in the neighborhood perhaps of $1,000,000—the companies "no doubt would decline to go along," an MPAA spokesman said. The exposition idea, however, is viewed with favor by the presidents, it was said.

Charts and plans for the New York exposition, which the exhibitors believe will earn about $500,000 during a nine-day stand, were reviewed at yesterday's meeting. Present were: Spyros P. Skouras, Nicholas Schenck, Barney Balaban, Ned E. Depinet, William Clark, Jack Cohn, A. Schneider, Sam Schneider, John O'Connor, Ted Black, Frederick DuVall, Sidney Schreiber and Edward Cheyfitz.

Cheyfitz reviewed for the MPAA executive group plans for the united industry bid to the Federal Communications Commission for frequency allocations for theatre television.

Bamberger Dated For 7 Conventions

Leon J. Bamberger, RKO Radio sales promotion manager, will, as exhibitor relations representative, attend seven additional exhibitor association conventions.

These will include the Theatre Owners of America, New York, Sept. 24-27; Allied of the Mid-South, Memphis, Oct. 16-17; Allied States Association, New York, Oct. 30-Nov. 1; MPTO of St. Louis, Missouri and Southern Illinois, St. Louis, Nov. 5-6; Kansas-Missouri Theatre Association, Kansas City, Nov. 7; Independent Exhibitors of New England, Boston, Dec. 4; Allied of Wisconsin, Milwaukee, Dec. 10-12.

Valley Shop-in Case Delayed Until Dec.

CHICAGO, Sept. 18.—The hearing of the Valley Shop-in case, requesting the abolition of the "Cincinnati system of release," has been put over to Dec. 4. The defendants have been given until Oct. 12 to file briefs. The plaintiffs answer must be filed on or before Nov. 7, with the defendants getting an opportunity to reply on or before Nov. 19. Thomas C. McConnell is the attorney for the plaintiffs.

N. Y. Variety Meeting

A general membership meeting and house-warming for the new Variety Club of New York's mezzanine floor quarters at the Hotel Astor will be held there tomorrow evening, Fred J. Schwartz, chief barker, announced.

Called Propaganda, TV Shows 'Blockade'

Los Angeles, Sept. 18.—"Blockade," the only picture named in yesterday's un-American Activities committee hearing here as Communist-inspired, had been previously logged for televising Monday night on station KTLA, owned by Paramount Pictures. The telecast was made as scheduled, with Ever-Dry deodorant and Tender Leaf tea commercial accompaniments.

The picture still carried the printed disclaimer inserted after its preview and before its release by United Artists in 1938 when an industry authority spotting Communistic propaganda, lodged a protest.

Red Hearings

(*Continued from page* 1)

he had informed Warner studio of his intention to confess membership and testify fully, and that the studio had assured him his employment would not be endangered by this course.

Prior to Townsend's taking the stand, Henry Blankfort, writer-producer, and Howlin Chamberlain, actor, had been called and had invoked the Fifth Amendment. Each sought to make speeches in lieu of answering questions but was held within check.

Distribution of Literature

Townsend, who said he had been in charge of local distribution of Communist literature, assigned to stir up trouble in strike picket lines, and that he had given the party as much as $500 in a single year as a voluntary contribution, detailed plans by which the party sought, unsuccessfully, to gain control of the Screen Writers Guild, in order to influence picture content by subtle means. He said that the party never had more than fifty members in the SWG, and that the non-Communist majority, discovering the infiltration campaign, took quick steps to thwart it.

Townsend said both Dalton Trumbo and Lester Cole had approached him, after his resignation from the party, asking him to use his name as an author of screen works they had written, and that he, feeling sorry for them, did so, but agents were unable to sell the properties.

Named For the First Time

The only individuals named for the first time as party members by Townsend were Ben Bengal, writer, and Bessie Taffel, the latter since resigned.

At the afternoon session Albert Louis Levit, screenwriter, and his wife, Helen Slote Levit, invoked the Fifth Amendment, as did Herbert A. Klein, journalism teacher who also produces visual education films.

In the closing minutes of the Monday meeting, Director Michael Gordon invoked the Fifth Amendment in declining to answer questions, and Charles Daggett did likewise, although stating he is not now a member of the Party.

Television station KTTV tonight announced it will cover the entire hearings from within the committee room beginning tomorrow, the first time Un-American Committee hearings have been covered in this manner.

Industry Event

A smash Broadway play, by Pulitzer Prize author Sidney Kingsley, has been filmed by Academy Award producer-director William Wyler, with a skill to thrill every exhibitor who knows a really great boxoffice picture when he sees one. That's why Paramount urges you not to miss the

Paramount Trade Shows
FRIDAY SEPT. 21

KIRK
DOUGLAS
ELEANOR
PARKER
WILLIAM
BENDIX
in
WILLIAM
WYLER'S
PRODUCTION OF
SIDNEY KINGSLEY'S

Detective Story

PLACE	TIME
ALBANY Fox Scr. Rm., 1052 Broadway	8:00 P.M.
ATALNTA Paramount Proj. Rm., 154 Walton St., N.W.	10:30 A.M.
BOSTON Paramount Proj. Rm., 58-62 Berkeley St.	2:00 P.M.
BUFFALO Paramount Proj. Rm., 464 Franklin St.	2:00 P.M.
CHARLOTTE Paramount Proj. Rm., 305-307 So. Church St.	10:00 A.M.
CHICAGO Paramount Proj. Rm., 1306 S. Michigan Av.	1:30 P.M.
CINCINNATI Paramount Proj. Rm., 1214 Central P'kway	2:30 P.M.
CLEVELAND Paramount Proj. Rm., 1735 East 23rd St.	8:15 P.M.
DALLAS Paramount Proj. Rm., 400 No. Preston St.	2:00 P.M.
DENVER Paramount Proj. Rm., 2100 Stout St	3:30 P.M.
DES MOINES Paramount Proj. Rm., 1125 High St.	2:00 P.M.
DETROIT Paramount Proj. Rm., 479 Ledyard Ave.	2:00 P.M.
INDIANAPOLIS Paramount Proj. Rm., 116 W. Michigan St.	1:00 P.M.
JACKSONVILLE Florida State Thea. Scr. Rm., Fla. Thea. Bldg.	2:30 P.M.
KANSAS CITY Paramount Proj. Rm., 1800 Wyandotte St.	1:30 P.M.
LOS ANGELES Paramount Proj. Rm., 1613 W. 20th St.	1:30 P.M.
MEMPHIS Paramount Proj. Rm., 362 So. Second St.	12:15 P.M.
MILWAUKEE Paramount Proj. Rm., 1121 No. 8th St.	2:00 P.M.
MINNEAPOLIS Paramount Proj. Rm., 1201 Currie Ave.	2:00 P.M.
NEW HAVEN Paramount Proj. Rm., 82 State St.	2:00 P.M.
NEW ORLEANS Paramount Proj. Rm., 215 So. Liberty St.	2:30 P.M.
NEW YORK CITY Paramount Proj. Rm., 1501 B'way (9th Fl.)	2:30 P.M.
OKLAHOMA CITY Paramount Proj. Rm., 701 W. Grand Ave.	1:30 P.M.
OMAHA* Paramount Proj. Rm., 1704 Davenport St.	1:00 P.M.
PHILADELPHIA Paramount Proj. Rm., 248 North 12th St.	2:30 P.M.
PITTSBURGH Paramount Proj. Rm., 1727 Blvd of Allies	2:00 P.M.
PORTLAND Paramount Proj. Rm., 909 N'west 19th Ave.	2:00 P.M.
ST. LOUIS Paramount Proj. Rm., 2949-2953 Olive St.	12:30 P.M.
SALT LAKE CITY Paramount Proj. Rm., 270 E. 1st South St.	1:30 P.M.
SAN FRANCISCO Paramount Proj. Rm., 205 Golden Gate Ave.	2:00 P.M.
SEATTLE Modern Thea. Sup. Proj. Rm., 2400 Third Ave.	1:30 P.M.
WASHINGTON* Paramount Proj. Rm., 306 H. Street, N.W.	8:30 P.M.

*** Will be trade shown Sept. 20th in OMAHA • WASHINGTON**

also starring
CATHY
O'DONNELL
Produced and Directed by
WILLIAM WYLER
Screenplay by
PHILIP YORDAN
and
ROBERT WYLER
Based on the play by
SIDNEY KINGSLEY

Pinanski In Personal Plea To Attend Meet

'Most Important Since The Start of the TOA'

BOSTON, Sept. 18.—Samuel Pinansky, president of the Theatre Owners of America, today urged all members of the Theatre Owners of America to attend the annual convention to be held in New York Sept 24 through the 27th.

"I plead with you to put this convention ahead of everything else. If you have the industry at heart you must consider this convention one of the most important conventions ever held since the inception of the Theatre Owners of America."

"Vital and important matters will be discussed concerning all phases of the entire industry," he said, adding: "With conditions being what they are today every member should be duty-bound to attend. I urge your fullest cooperation in this matter and I am looking forward to seeing all members at the convention."

Starr Will Deliver

(*Continued from page* 1)

ment Co., with headquarters in Nashville, is recognized in TOA as a forceful exponent of the optimistic view with respect to the industry's future.

Walter Reade, Jr., chairman of the TOA executive committee, announced yesterday that the committee which will nominate a slate of officers, including a president, for the convention's consideration includes: S. H. Fabian, New York; Robert Wilby, Atlanta; Robert Livingston, Lincoln; Elmer H. Rhoden, Kansas City; Nat Williams, Thomasville, Ga., and Max Connett, Newton, Mass. The group will solicit suggestions for candidates from all TOA members, it was said.

Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, will render the invocation at the luncheon which will be held in conjunction with the convention on Sept. 27, it was reported yesterday.

THIS IS A TEASER!
she sings!
she dances!
she makes love!
YVONNE DE CARLO stars in "Hotel Sahara" released thru UA

Telecast of 'Trib' Football Game Off

Due to last-minute difficulties, theatres will not carry the scheduled exclusive telecast of tomorrow's Fresh Air Fund professional football game sponsored by the New York *Herald Tribune*, Theatre Network Television announced yesterday.

The failure to carry the game between the New York Giants and the Los Angeles Rams was blamed on "difficulties encountered in pick-up and related facilities."

Schary Rakes

(*Continued from page* 1)

challenged it in the only sensible fashion in which we can challenge it—by making better product that is beginning to do better business than ever before."

'Long-hair' Critics

It was apparent, too, that he had in mind some so-called "long-hair" critics. "There have been florid, fluent and fatulent explanations about the art of the cinema and its differences in Germany, France, Italy, England and America," he observed. "I have studied these differences, I have noted them, I am aware of them, I respect them, but I still maintain that the American motion picture industry—which is best identified by its generic term 'Hollywood'—has accomplished more, has entertained, enlightened and informed more people over a longer period of time, than any other motion picture community in the world."

Schary took some verbal wallops, too, at those who view Hollywood as a hotbed of Communism. "Out of a working population of 25,000 only some 100 names are involved in the Communist hearings—certainly a tiny percentage and certainly not indicative of any dominant force."

In conclusion, the M-G-M production chief said there are current and forthcoming from Hollywood pictures that "represent by their investment of effort and money an abiding faith not only in our future as an industry, but our abiding faith in our nation and in the world." In this connection he cited "A Place in the Sun," "An American in Paris," "David and Bathsheba," "Bright Victory," "Angels in the Outfield," "The Day the Earth Stood Still," "Westward the Women," "Streetcar Named Desire," "Jim Thorpe—All American," "The Greatest Show on Earth," "Saturday's Hero," "The Blue Veil," "Show Boat" and "Quo Vadis." And that, he added, "is only a partial list."

'David,' 'My Boy' Lead Cincinnati Grosses

CINCINNATI, Sept. 18.—"David and Bathsheba" and "That's My Boy" are pacing theatre runs here where business this week is better than normal in most houses.

At Keith's, "David" is estimated to gross $25,000, said to be the biggest box-office tally for this theatre in years. "That's My Boy," plus the Robinson-Turpin fight film, is heading for a big $25,000 at the RKO Albee, said to be about 130 per cent over the house average.

Six Colleges

(*Continued from page* 1)

the theatre television schedule were Navy, Princeton, Pittsburgh, Yale, Fordham, Columbia and Dartmouth.

TNT, which set the schedule with the National Collegiate Athletic Association, will announce at some future date the schedule of dates, the number of theatres which will participate and the location of the theatres.

The games will be selected weekly during the season, in order to assure at least one top football game for the theatre television network each Saturday. TNT added that the games will be separate and different from those televised by Westinghouse and National Broadcasting Co. to homes, thus affording football fans additional television entertainment not available otherwise.

The theatre television program is part of the experimental TV plan approved by the NCAA for 1951.

Nullifies Quota for Mexican Pictures

MEXICO CITY, Sept. 18.—The temporary injunction which 20 exhibitors obtained recently from Judge Ignacio Burgoa of District Court here against the law that demands 30 per cent to 50 per cent playing time for Mexican pictures, was made partially permanent by Judge Burgoa. The partialness of the injunction applies to the enforced Mexican picture exhibition phase of the law. Exhibitors hail that as a great victory. The injunction allows them to continue playing foreign pictures in accordance with contracts which they have with American and other foreign film distributors.

Festival Importance Cited by McEldowney

The importance of international film festivals was stressed here yesterday by Kenneth McEldowney, producer of the United Artists release, "The River."

Urging greater American participation in such festivals, McEldowney pointed out that the recent Venice Festival attracted newsmen and exhibitors from all over Europe and other Continents. He cited the great opportunity for exploitation at the festivals.

Colosseum Loge

(*Continued from page* 1)

no intention of following the Chicago Loge out of the national union.

King Bros. to Have TV

HOLLYWOOD, Sept. 18.—King Brothers Productions, Inc., announced that they will establish a television production department, headed by Hyman King, to produce video shows on films.

FOR THE BEST SPECIAL TRAILERS
PRODUCED & DELIVERED IN
DOUBLE-QUICK TIME, Anywhere
SEND YOUR ORDER TO
FILMACK
WRITE - WIRE OR PHONE
630 Ninth Ave. New York, N. Y.
1327 S. Wabash Chicago, Illinois

Delay Action on Theatre TV Probe

Washington, Sept. 18.—The House Rules Committee put off until tomorrow the meeting scheduled for today, at which a vote was to be taken on the so-called Clemente Resolution, which would set up a special House committee to investigate various aspects of organized sports, including restraints on telecasting of boxing matches and other sports events.

New U.K. Films

(*Continued from page* 1)

ducers' representatives include Major Reginald Baker, Frank A. Hoare, Sir Alexander Korda and J. Arthur Rank. In addition to Eckman, Sir Arthur Jarratt was named a distributors' representative. Exhibitor representatives are: Sir Alexander King, Cecil Bernstein, J. W. Davies, E. J. Hinge and Sir Philip Warter.

G. H. Elvin, Tom O'Brien, Rosamund John and A. M. Isles comprise the industry employes' representatives, and the additional independent members are: Mrs. Eirene White, J. Branigan, S. J. L. Hardie, A. Palache, Sir Arnold Plant and Prof. K. C. Wheare.

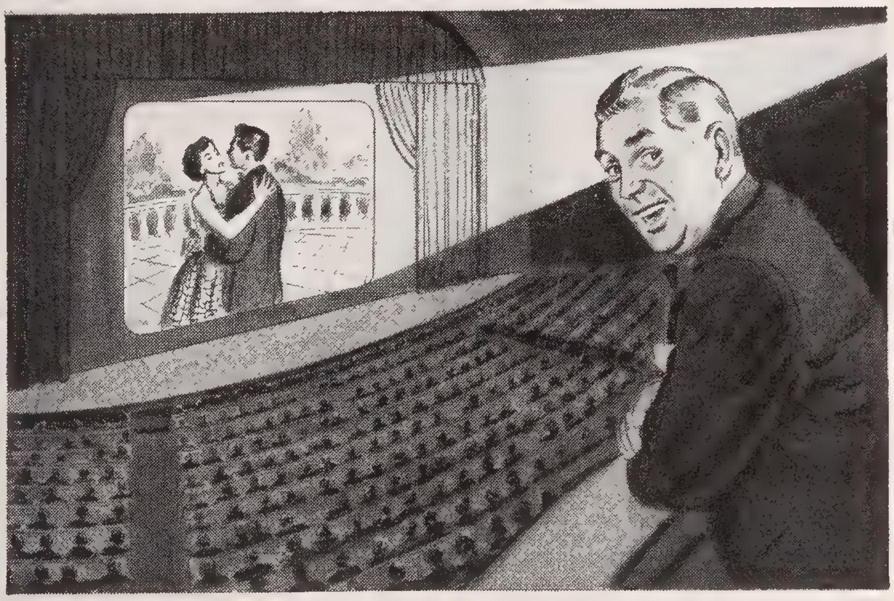
TAXES
...a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—have become a major factor in the distribution of your holdings.

To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes . . . A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today...while you're thinking about it.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
Member Federal Deposit Insurance Corporation

TO THE STUDIOS . . .
IT MEANS
BETTER MOVIES!



TO THE THEATRE OWNER . . .
IT MEANS
BIGGER BOX OFFICE!

It's the NATIONAL TRADE-MARK CARBON ARC'S BIG 5

When you order studio or projector carbons—order "National"!

The "National" carbon arc is an indispensable tool—both to the studios which make movies and to the theatre owner who exhibits them. Why? The "National" carbon arc's BIG FIVE:

- **SMALL SOURCE SIZE**
- **HIGH BRIGHTNESS**
- **GREAT POWER FROM ONE UNIT**
- **WHITE LIGHT**
- **MINIMUM HEAT PER FOOT CANDLE**

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

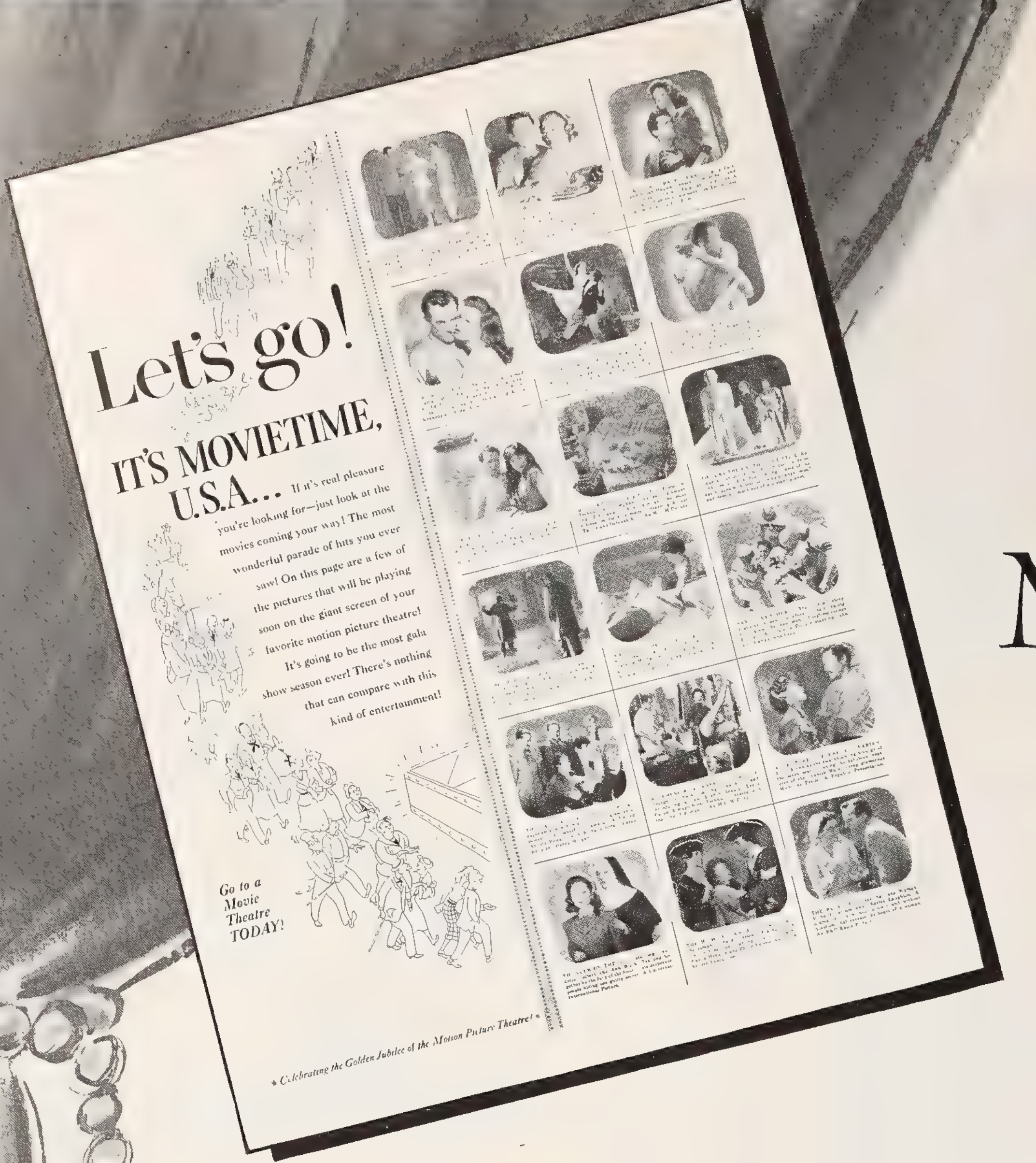
NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas,
Kansas City, New York, Pittsburgh, San Francisco
In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

For the studio, small source size insures sharp, dramatic shadows, better simulates one-source lighting, creates a perfect "follow-spot". High brightness penetrates deep sets, gives high light levels without excessive heat.

White light matches outdoor shooting conditions, lends itself perfectly to color movies.

For the theatre owner, the carbon arc provides the "brightest spot in the world"—gives him the dazzling power he needs to get diamond-sharp pictures, vivid color and keeps his box office booming. The "National" carbon arc is tops.

YOU CAN'T SKIMP ON STUDIO LIGHTING WITHOUT RISKING BOX OFFICE!



Let's go!

IT'S MOVIETIME, U.S.A.... If it's real pleasure you're looking for—just look at the movies coming your way! The most wonderful parade of hits you ever saw! On this page are a few of the pictures that will be playing soon on the giant screen of your favorite motion picture theatre! It's going to be the most gala show season ever! There's nothing that can compare with this kind of entertainment!

Go to a Movie Theatre TODAY!

★ Celebrating the Golden Jubilee of the Motion Picture Theatre! ★

Proudly The Show Goes On!

"IT'S MOVIETIME U. S. A."

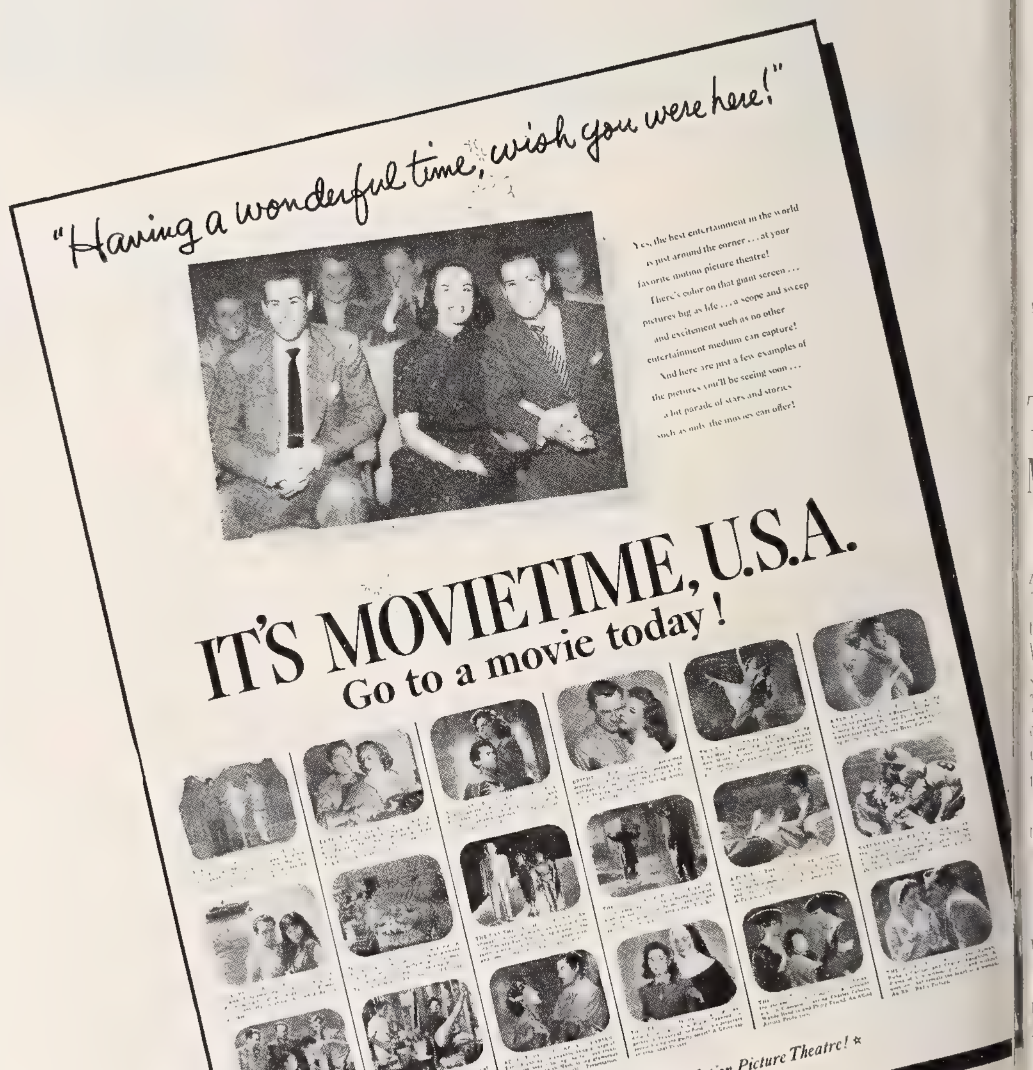
Act 1. THE PRESS BOOK
Act 2. THE RADIO SHOW
(Lux Hour C.B.S. Sept. 24th)

—and now!

Act 3-The Newspaper Campaign

starting October 1st
in every daily
newspaper nationwide

1,755 Newspapers
1,410 Cities
53,261,116 Circulation



"Having a wonderful time, wish you were here!"

Yes, the best entertainment in the world is just around the corner... at your favorite motion picture theatre! There's color on that giant screen... pictures big as life... a scope and sweep and excitement such as no other entertainment medium can capture! And here are just a few examples of the pictures you'll be seeing soon... a hit parade of stars and stories such as only the movies can offer!

IT'S MOVIETIME, U.S.A.
Go to a movie today!

★ Celebrating the Golden Jubilee of the Motion Picture Theatre! ★

Watch for Act 4—"STARS OVER AMERICA PERSONALITY TOURS!"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 57 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 20, 1951 TEN CENTS

Warns Against Partial Unity On Theatre TV

Allied 'Solo' Is Proposed If Industry Front Fails

If there should be evidence that the industry cannot offer a "solidly united" front when the time comes to present to the Federal Communications Commission the arguments in behalf of theatre television frequency allocations, it is likely that Allied States Association would be persuaded to dissociate itself from the industry effort and "go it alone," it was indicated here yesterday.

Wilbur Snaper, president of New Jersey Allied and a member of the national Allied TV committee, reported in New York yesterday that the regional will urge the Allied convention here on Oct. 30-Nov. 1 to adopt a policy whereby the exhibitor organization would "go it alone" if a tightly-knit united front is not manifest.

The sole representative of national Allied at the recent New York con-

(*Continued on page* 4)

TNT and NCAA to Map Fall Plans Here

A meeting to determine the organization and selection of Eastern college football games for theatre television this fall will be held today at the Waldorf-Astoria Hotel, where representatives of the Theatre Network Television advisory committee will confer with officials of the National Collegiate Athletic Association during a luncheon.

Thirteen colleges will participate in the theatre TV program. The number of theatres involved, their location,

(*Continued on page* 4)

W. Virginia Allied Reelects Helwig

Charleston, W. Va., Sept. 19.—Fred Helwig today was reelected president of the West Virginia Allied Theatres Association, an affiliate of national Allied. All other officers were reelected also, including Max Matz, vice-president; Rube Shor, secretary-treasurer; Robert W. Law-

(*Continued on page* 6)

'Streetcar' Sets 16-Year Record

Warner Brothers' "A Streetcar Named Desire" opened yesterday at the Warner theatre on Broadway and a late evening count disclosed that the picture would do more than $12,000 for the opening day.

This is said to be the biggest opening day gross of any picture to play that theatre in 16 years.

Set Panel for Sales Heads

The second business day of the Allied States convention, set for Oct. 30-Nov 1 in New York, will be given over in part to a distribution sales managers' panel at which sales policies and related subjects will be discussed, it was reported here yesterday by Wilbur Snaper, general convention chairman.

Snaper, who is president of New Jersey Allied, the regional which will be host to the convention delegates, said that the general sales managers of the distribution companies here have accepted invitations to participate in the panel.

The precise make-up of the panel has yet to be decided upon, Snaper said, explaining that there is a division of opinion at present among members of the convention committee whether

(*Continued on page* 6)

Business In Europe Tops For US Films

John G. McCarthy

Business in Europe this year for American film companies will be the best since 1946, John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, declared here yesterday upon his arrival from England aboard the *S.S. Queen Mary*. He returned from a 10-week tour of England and the Continent.

McCarthy predicted that under the first year of the new Anglo-U.S. film pact, dollar remittances from England might total be-

(*Continued on page* 4)

US-W. Germany Set A Film Agreement

John G. McCarthy, head of the Motion Picture Association of America's international division, said yesterday upon his return from a 10-week tour of England and the Con-

(*Continued on page* 4)

N.Y.C. Owners To Tell Film Story to 1,000

Civic Leaders to Be Invited to Luncheon

The motion picture industry's story will be told to 1,000 civic leaders who will be invited as guests of the Organization of the Motion Picture Industry of the City of New York to welcome the contingent of Hollywood stars and personalities at a luncheon at New York's Hotel Waldorf Astoria on Tuesday, Oct. 9.

It will be the first time on record that a major exhibitor group has invited so large a representation of the community's leaders in the field of government, press, labor, education, church, veterans and service clubs to hear the industry's story.

New York exhibitors have appropriated $10,000 to pay for the expense of the luncheon.

The luncheon will launch the first appearance in New York of the group

(*Continued on page* 6)

40¢ Per Seat in Pep Bout to IBC

Disclosure that theatres will pay 40 cents per seat for the exclusive television rights to the Sandy Sandler-Willie Pep bout here next Wednesday led to a number of developments yesterday in the theatre TV and fight film situation.

Harry Markson, managing director of the International Boxing Club, stated that RKO Pictures will pay $100,000 for film rights and Theatre

(*Continued on page* 4)

Senate Group Would Keep Tax On Non-Profit Shows

Washington, Sept. 19.—The Senate Finance Committee today declared that the Federal admission tax should continue to be levied on non-profit groups "where the organizations are carrying on activities which are in direct competition with ordinary taxable businesses as is true, for example, in the case of motion picture exhibitions."

The Finance Committee view was contained in its report on the tax bill. Senate debate on the bill started today, and a final vote is expected either over the week-end or sometime next week.

The Finance Committee provision on the admission tax is much tighter than the House. Where the House bill gives broad exemption from the tax to various religious, educational and charitable groups, and includes film showings as events to be ex-

(*Continued on page* 4)

Red Probers Hear Many New Names

Hollywood, Sept. 19.—An extensive list of Hollywood names not previously mentioned in the Unamerican Activities committee hearings here or elsewhere were put into record today by screenwriter Martin Berkeley, who took the stand as a voluntary witness. Sidney Buchman, Carl Foreman,

(*Continued on page* 4)

Rank to Continue Limited Production

London, Sept. 19. — J. Arthur Rank's statement to stockholders accompanying the annual report confirming the provisional figures issued recently, asserts that the results for the past fiscal year reflect a steady, heartening progress which justifies the policies adopted after the disastrous reverses of 1949.

The basic policy was the restriction

(*Continued on page* 4)

Personal Mention

JACK L. WARNER, vice-president of Warner Bros., arrived in New York from Europe yesterday and will leave for the Coast in a few days.

•

EDWARD L. HYMAN, vice-presgident of United Paramount Theatres, Inc., has arrived in Buffalo from here and will visit Rochester today. He is accompanied by MAX FELLERMAN, BERNARD LEVY and AL SICIGNANO.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will arrive in New York on Monday from Atlanta.

•

MAURICE N. WOLF, of M-G-M's exhibitor relations staff, will speak next Tuesday at the Advertising Club of Boston.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due back here today from Chicago.

•

MAURICE (BUCKY) HARRIS, Universal exploitation representative, is in Columbus, O. from New York.

•

JOHN SPRINGER, RKO Radio publicist, has left here for a vacation in Paris.

Fabian, Rinzler Call Fund Meet Today

The initial meeting of the exhibitors' ticket sales sub-committee of the Fund Committee of the Foundation of Motion Picture Pioneers has been set for this afternoon by co-chairmen Si Fabian and Sam Rinzler.

A program is to be outlined for handling ticket sales to the events which the Pioneers' Fund group plans to sponsor in the coming months.

Members of the local committee include George Skouras, Sol Schwartz, Fred Schwartz, Harry Kalmine, Julius Joelson, Saul Strausberg, Max Cohen, David Weinstock, Joe Seider and Gene Picker.

Jacocks Joins Daytz New England Group

BOSTON, Sept. 19.—Burrit Jacocks, formerly associated with Warner Brothers Theatres in New England as head film buyer and booker, will become associated with the Daytz Theatrical Enterprises of New England on Oct. 1. Jacocks will have charge of the New Haven office for Daytz, Albert Daytz, company president, disclosed here yesterday.

Altec Sales Drive Set Sept. 24-Dec. 1

Altec Service Corp. has announced the "G. L. Carrington Sales Drive," to run from Sept. 24 to Dec. 1.

The twofold purpose of the drive is to honor Carrington, the company president, and to expand company activities in the service and electronic products field, according to H. M. Bessey, executive vice-president.

Schwalberg, Shea, Pickman to Dallas

A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. O'Shea, vice-president, and Jerry Pickman, director of advertising-publicity, will be in Dallas tomorrow to address a sales meeting of the company's South Central division.

Attending will be division manager Duke Clark, branch managers Heywood Simmons, Dallas; Harry Hamburg, Kansas City; Howard A. Nicholson, Memphis; C. H. Weaver, Oklahoma City; and Harry Haas, St. Louis, and special field representative Robert Bixler.

Scheduled for three days, the meeting is the second in a series which will take the home office executives across the country to communicate to the field sales force the detailed merchandising plans and sales policies set at the recently concluded division managers' meeting in New York.

Radio, TV Barrage To Herald 'Earth'

A two-week radio and TV barrage utilizing 563 spot announcements plus daily "plugs" on selected popular programs is heralding 20th Century-Fox's "The Day the Earth Stood Still" throughout the Greater New York area.

More than 100 of these are video announcements showing the arrival of an inter-planetary space ship to the nation's capitol and the reactions of a frenzied public. The film opened Tuesday to an excellent $6,500 at the Mayfair here, the theatre management reported. It topped all other 20th-Fox film openings there since "Gentlemen's Agreement," which hit $12,000 on Armistice Day of 1947 when high holiday prices prevailed.

Canvass Stations In M-G-M Deal

The 540 radio station affiliates of the Mutual Broadcasting System are currently being canvassed for approval of a deal with M-G-M Radio Attractions, under which the M-G-M subsidiary would supply programming of six hours of "star entertainment" per week. Initial returns from station owners are favorable, according to a MBS spokesman, but it is still too early for a forecast.

The multi-million dollar deal was closed by the network's advisory committee and it is hoped to have the show on the air by November. The series, featuring M-G-M stars, probably will be broadcast in the eight to nine p. m. time segments throughout the week.

Award for 'The River'

The *Modern Photography Magazine* "Award of Excellence," first of its kind ever made by the photographic publication, was presented yesterday in New York to producer Kenneth McEldowney and director of photography Claude Renoir for the "superb photography" in Jean Renoir's Technicolor film, "The River," a United Artists release now in its world premiere engagement at the Paris theatre here.

14 Key Openings Set for 'David'

Preceded by major advertising and promotion campaigns in each situation, Darryl F. Zanuck's Technicolor film, "David and Bathsheba," will have premieres in 14 more major cities by next week.

The 20th Century-Fox film will make its debut at five key theatres today, at the Circle, Indianapolis; Rogers, Chattanooga; Riviera, Knoxville; Majestic, Providence, and Joy, New Orleans. Tomorrow it is set for the Madison, Detroit; Empire, Portland, Me.; Regent, Rochester, and Kentucky, Lexington. Next week, the film will open at the Virginia, Wheeling; Capitol, Richmond; Fifth Avenue, Seattle; Paramount, Toledo, and Palace, Hartford.

In addition, "David and Bathsheba" is scheduled for more than 50 openings in smaller situations next week.

Wald, Krasna Survey Star Preferences

In a survey made for Jerry Wald and Norman Krasna, RKO Radio producers, of European markets, it was discovered that star preferences of 11 surveyed countries and America are very similar.

The 15 female stars preferred are Greta Garbo, Jane Wyman, Jean Simmons, Jane Russell, Vivian Leigh, Barbara Stanwyck, Ingrid Bergman, Marlene Dietrich, Bette Davis, Olivia De Havilland, Joan Crawford, Irene Dunne, Claudette Colbert, Rita Hayworth and Esther Williams.

The male favorites include Laurence Olivier, John Wayne, Gary Cooper, Gregory Peck, Humphrey Bogart, Fred Astaire, Farley Granger, Robert Mitchum, Charles Laughton, Charles Boyer, Clark Gable, Dana Andrews, Cary Grant, James Mason and Joseph Cotten.

Midwest Mono. Sales Meet in Chicago

HOLLYWOOD, Sept. 19—The second in a series of four Monogram-Allied Artists regional sales meetings will be held for Midwest exchanges at the Drake Hotel, Chicago, on Sept. 29, Steve Broidy, company president, announced upon his return here from New York.

Scheduled to attend the Midwest meeting will be sales representatives from Chicago, Cincinnati, Denver, Detroit, Des Moines, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis and Salt Lake City. Morey R. Goldstein, vice-president, will preside. L. E. Goldhammer and Harold Wirthwein, Eastern and Western sales managers, respectively, also will attend.

21-Day Availability Now in Cincinnati

CINCINNATI, Sept. 19.—Some of the local suburbans here are now granted a 21-day availability after completion of the first-run downtown showings, instead of the previous fifth Sunday after the downtown showings.

NEWS in Brief . . .

HOLLYWOOD, Sept. 19.—The Screen Producers Guild will supply a complete staff for an entire credit course to be offered at the University of Southern California this year, it was jointly announced today by the University and the Guild. This is the first credit course ever offered by major university under these circumstances.

•

LONDON, Sept. 19.—Regarded as probably a first of its kind, Walt Disney's "Alice in Wonderland" was shown for an audience of 300 blind persons at the Globe Theatre, Coventry.

At the request of RKO Radio, a special continuity script was prepared in Braille by the National Institute of the Blind here to enable the audience to follow with ease the visual action of the film.

•

United Artists has entered into an exclusive franchise deal for Italy with Robert Haggiag, international producer-distributor, it was announced here by Arthur B. Krim, U.A. president. Negotiations with Haggiag were initiated in Europe by Charles Smadja and Louis Lober, UA's Continental managers and the deal was consummated in New York with the UA president.

•

HOLLYWOOD, Sept. 19.—Four new players were added to Paramount's Golden Circle of "Stars of Tomorrow," at ceremonies at the studios here, which were presided over by Y. Frank Freeman, vice-president and studio head.

The four newcomers are: Peter D. Baldwin, Patricia Ann Harding, Irene Martin and Ann Robin.

•

Claude F. Lee was yesterday named manager of national sales in charge of the New York office of the Motion Picture Advertising Service Co. by C. J. Mabry, president. Lee formerly was divisional sales manager of the Northeastern division of the company.

•

SAN FRANCISCO, Sept. 19. — Ellis William Levy, founder and general manager of the Telenews theatre circuit, died late last week of a heart attack while vacationing with his wife, Bernice, in Reno.

•

HOLLYWOOD, Sept. 19.—Association of Motion Picture Producers secretary James Howie, and public relations director Clarke H. Wales, will address the Signal Corps Reserve Officers, Hollywood Unit, on AMPP functions and responsibilities, in association headquarters Thursday night.

•

LONDON, Sept. 19.—With some government authorities forecasting the most severe fuel shortage in the country's history next winter, exhibitors are reconciled to eliminating all outdoor illumination as soon as a cold spell threatens, if not before.

The Association points out with some pertinence that the populace looks upon the local theatre as its one refuge in times of such civil emergencies.

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HEEL and HERO!

LEW MARSH had a thirst for trouble ... and one woman's love!

BIG TIP:
For a real Showman's thrill Come to Warners' Trade Show of 'Come Fill the Cup'
SEPT. 26!

"...come back to me, Lew!"

HIS ROLE OF ROLES!

James CAGNEY
PHYLLIS THAXTER
"Come Fill the Cup"

WITH
RAYMOND MASSEY · JAMES GLEASON · GIG YOUNG · SELENA ROYLE · DIRECTED BY GORDON DOUGLAS · PRODUCED BY HENRY BLANKE

Screen Play by Ivan Goff and Ben Roberts . Music by Ray Heindorf

SILVER ANNIVERSARY Warners OF TALKING PICTURES

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
Paramount Screening Room

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Warner Screening Room

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.
DETROIT
Film Exchange Building

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:00 P.M.

In Europe

(*Continued from page 1*)

tween $25,000,000 and $27,000,000. If the higher figure is reached, it would exceed by $2,000,000 the highest estimates expressed this summer after the agreement was negotiated in London.

Important factors in the resurgence of American motion pictures abroad, McCarthy said, were the general improvement in European economy, the easing of financial and trading restrictions against U. S. films in some of the countries, and the continued enthusiastic popular response to American films nearly everywhere in Europe.

McCarthy brought back with him a new film agreement with Spain. Terms of the pact, already accepted by the Spanish government, will shortly be presented for approval to the board of directors of the Motion Picture Export Association, of which McCarthy is also vice-president.

A renewed spirit of cordiality and friendship toward the American film industry was noted by McCarthy during his conferences and meetings with film leaders of European countries who assembled at the recently-concluded film festival at Venice. He credited this attitude to the series of bilateral agreements executed by MPEA with Western European governments and film industries; to the active program of assistance offered to European film producers by MPAA's Advisory Unit for Foreign Films; and to the effect of intensified public relations efforts conducted by MPAA and American film company representatives in England and throughout western Europe.

US-W. Germany

(*Continued from page 1*)

tinent that he brought back with him official word from the Bonn government that American films, effective immediately, would be permitted unrestricted entry into West Germany.

Return For This Concession

In return for this concession, McCarthy, on behalf of member companies of the Association, promised Bonn officials that care would be voluntarily exercised against flooding the German film market.

Rank Production

(*Continued from page 1*)

of production to the level of its own financial resources, accompanied by drastic economies in all operations.

Rank disclosed that of his companies' £9,000,000 ($25,200,000) overdraft, approximately only £3,500,000 ($9,800,000) are now concerned with production. The remainder is the responsibility of theatre, supply manufacturing and other companies. Provision for potential losses on films produced in earlier years has been made in the amount of approximately £1,500,000 ($4,200,000). His report stated that the valuation of recent films carried as asserts has now been determined on the basis of estimated net earnings and not on their cost.

Rank believes the new Eady Plan will make profitable production possible but he criticized the government's intention of limiting its operation to a three-year period.

Review

"Come Fill the Cup"

(*Warner Brothers*)

JAMES CAGNEY is back in a role custom-made for his rambunctious talents. He plays a hard-hitting newspaperman, who, after winning a knockdown, drag-out bout with alcoholism, goes on to save others from the addiction. Cagney also is called upon to bust up an underworld mob and act as cupid in his spare time. Thus there is no shortage of action or varied interest in the film. It is generally good entertainment and Cagney fans should respond enthusiastically.

In the early phases of the story Cagney's craving for the bottle sends him catapulting into the lower depths. These scenes are photographed with a reportorial forcefulness reminiscent of "The Lost Weekend." Cagney not only loses his job, but also his girl, Phyllis Thaxter, who goes on to marry someone else. Luckily for Cagney, he meets James Gleason, an ex-alcoholic, who rehabilitates him and directs him back into constructive newspaper work.

Cured of drink, Cagney advances rapidly on the paper and shows a penchant for hiring reformed drunks. One day he is called upon by the publisher, Raymond Massey, for a ticklish job. It seems that the publisher's niece, who is Miss Thaxter, Cagney's former girl friend, is married to an alcoholic, Gig Young. Massey is convinced that Cagney can reform Young and assigns him to the task.

Cagney learns that Young was involved with a nightclub singer who happens to be the girl friend of Sheldon Leonard, a notorious thug. The story moves on through a series of melodramatic events and murder. By the finale Cagney has Sheldon crying "uncle" and Miss Thaxter and Young happily reunited.

Henry Blanke produced and Gordon Douglas directed, from a screenplay by Ivan Goff and Ben Roberts.

Running time, 113 minutes. General audience classification. Release date, Oct. 20.

MANDEL HERBSTMAN

Red Probers

(*Continued from page 1*)

Dorothy Parker, Allan Campbell, Danny Dare, Lillian Hellman, Donald Ogden Stewart, Viola Brothers Shore, Wilma Shore, were among the more prominent individuals named by Berkeley as having been Communist Party members, to his knowledge, during his party membership, which ran from 1936, when he joined the party in New York, before coming west in 1937, until he withdrew, in 1942, or 1943, following disillusionment.

Others named by Berkeley, and whose names had not been mentioned heretofore, included Victor Shapiro, Stephen Traub, Marguerite Roberts, Cyril Endfield, Bob Roberts, Richard Weil, Frances Sage, Gertrude Purcell, Roland Kibbee, Howard Dinsdale, Lee Savenson, Don Gordon, Eli Sullivan, Maurice Murphy, Jessie Burns, Leona Danbury, Bob Reed, Joris Ivens, Lester Fuller.

Berkeley prefaced his testimony with a statement that he had been moved by "panic" to send the committee a "silly letter" denying he had been a party member ,after his name had been mentioned in the Washington hearings, and that he had since decided to volunteer the information he gave today in order to do his best toward exposing the party whose motives had sickened him in 1942 or 1943.

Colosseum to Meet From Oct. 5 to 7

ST. LOUIS, Sept. 19.—The dates for the national meeting of the Colosseum of Motion Picture Salesmen of America, originally scheduled at the Sheraton Hotel here October 26-28, have been changed to October 5-7 at the same hotel.

The St. Louis Loge, the host organization, also announced that there will be no change in the prepared program.

The principal matter to be taken up at the three-day meeting will be the new wage agreement worked out with the film companies.

Willie Pep Bout

(*Continued from page 1*)

Network Television $10,000 for the TV exclusive, which is scheduled to be carried from the New York Polo Grounds to 20 or more theatres.

Meanwhile, United Paramount Theatres announced that it hopes to have sets installed in two theatres in time for the bout. One in Chicago, the Marbro, which seats 3,931, and which would be the fourth theatre to have television in that city, and the other in Minneapolis, the Radio City Theatre. With the completion of these installations, UPT will have seven theatres equipped with TV.

In the meantime, RKO Pathe, which produced the Robinson-Turpin fight film, announced that its laboratories will make the same number of prints for the forthcoming bout, namely 1,300.

Theatre TV

(*Continued from page 1*)

ference which reported progress toward a unified exhibitor-distributor approach with respect to the forthcoming FCC hearing on theatre TV channels, Snaper emphasized in his announcement of the step to be taken by New Jersey Allied that this was not to be interpreted as an indication that the regional is "balking" or disagreeing with other industry elements on the TV frequencies issue as far as it has been examined.

TNT, NCAA Plans

(*Continued from page 1*)

and the kick-off date for the program is expected to be announced in the near future following the selection of the games.

Among those representing the theatre circuits who have been invited to attend are: Robert H. O'Brien, United Paramount Theatres; Harry Goldberg, and Ted Schlanger, of Warner Brothers; Norman Elson, Guild Enterprises; William Cronin, Comerford Circuit; Paul Levi, American Theatres; Walter Reade Jr., Walter Reade Theatres.

Canadian Receipts Up 7 to 10 Per Cent

Toronto, Sept. 19.—Frank H. Fisher, general manager of J. Arthur Rank Film Distributors of Canada, told a company meeting that paid admissions at film theatres in Canada this year had increased from seven to 10 per cent, compared with a year ago.

Senate Group

(*Continued from page 1*)

empted. The Senate bill specifically states that film showings are not exempt, even where carried on by the non-profit groups, and very tightly defines what constitutes a religious, educational or charitable group.

The Finance Committee also defended its decision to keep the House provision providing that the tax be based on the price actually charged for reduced price tickets, rather than on the established price. It said that "requiring a person to pay a tax based on a larger admission price than the amount actually charged him is contrary to the general principle of an *ad valorem* tax."

The Senators said they felt obliged to eliminate a House provision exempting raw stock and other film and equipment used in the motion picture industry from the photographic and film excises because, "in view of present revenue requirements it is not desirable to reduce the revenue obtained from the photographic taxes by as much as would be necessary in order to remove all of these business cost items from tax."

It was also revealed that the Senators had changed the method to be used to eliminate a present "discriminatory competitive problem" between black-and-white and color film. It had been reported that some firms were buying black-and-white film and processing it into color themselves, in order to avoid paying the tax on the basis of the high color film cost. The senators had originally decided to tax the processing cost. In the final bill, however, they proposed to base the tax on the price of an equivalent amount of black-and-white film.

$2-Billion Income For Industry: U.S.

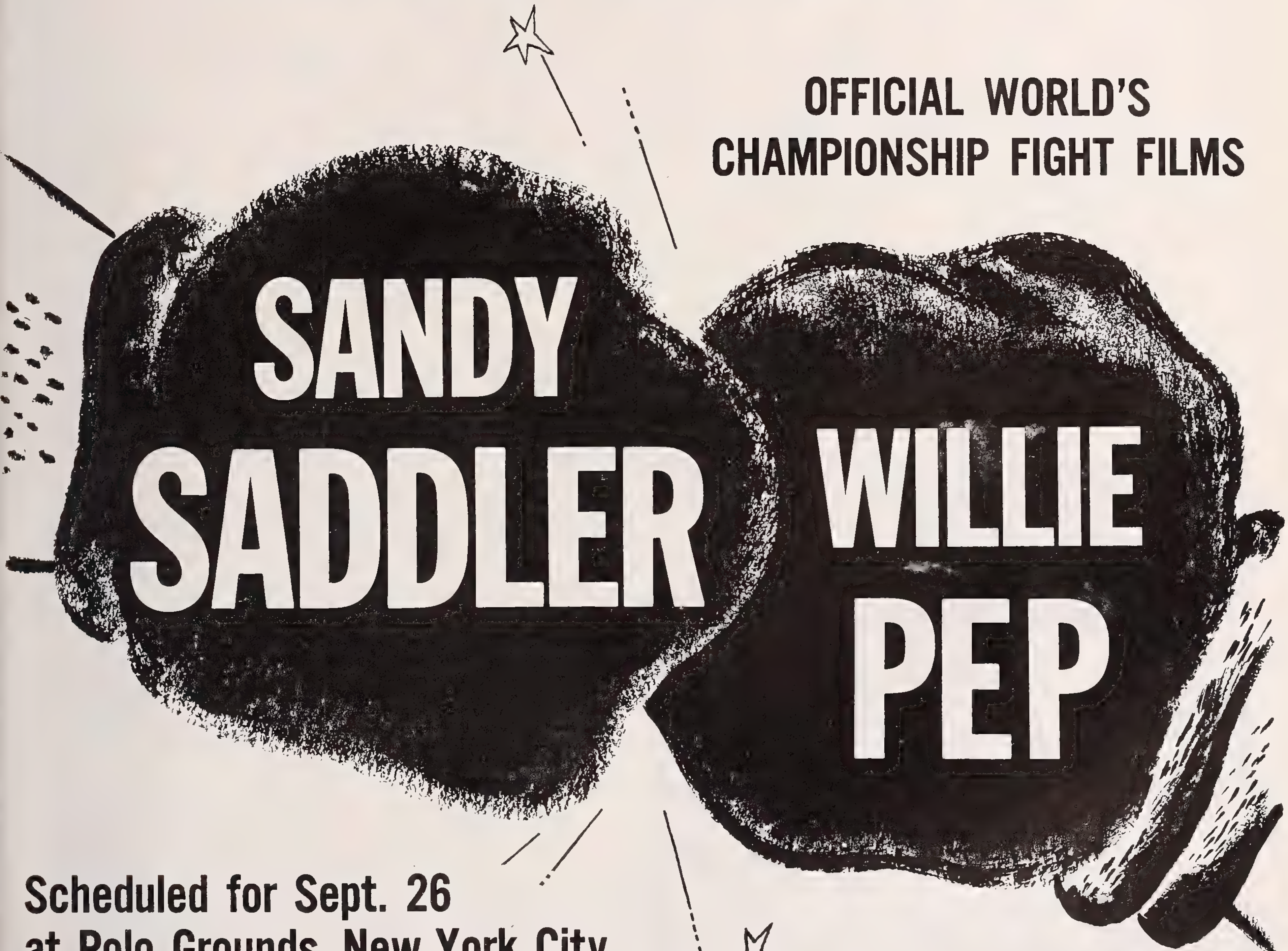
WASHINGTON, Sept. 19. — Motion picture companies filing Federal income tax returns — and presumably these are practically all companies—had receipts of over $2 billion in 1948, according to figures released by the Treasury Department.

The Treasury showed that 3,551 tax returns showing a net income had total receipts of $1,630,955,000. Net income of $211,410,000, taxes of $70,885,000 and dividend payments of $64,344,000. Another 1,606 returns with no net income had receipts of $404,461,000, a deficit of $38,503,000 and dividend payments of $9,467,000.

18-Week Sale for 'River'

Seats have been placed on sale for the next 18 weeks for "The River," Kenneth McEldowney's Technicolor production, which is in its second week at New York's Paris Theatre.

The Next Great Special Event Exclusively For Motion Picture Theatres Everywhere!



OFFICIAL WORLD'S
CHAMPIONSHIP FIGHT FILMS

Scheduled for Sept. 26
at Polo Grounds, New York City

GET YOUR ADVANCE ADVERTISING WORKING NOW...with special trailer, posters, newspaper ads!

Distributed by RKO RADIO PICTURES, INC.

Set Panel

(Continued from page 1)

exhibitors should or should not be invited to join in the panel with the sales chiefs.

The convention chairman said it is expected that several recommendations and innovations with respect to sales policies will result from the annual Allied meeting. In this connection he cited "incentive selling" as a subject which promises to elicit important attention.

W. Virginia Allied

(Continued from page 1)

son, attorney, and Shor, national director.

Directors who were reelected include Don Schultz, chairman, Don Kersling, Haillie Gilbert, Jr., Woodrow Thomas, Louie Shore, Ross Filson, E. R. Custer and George Lively. Newly-elected directors are Lloyd Rogers, Jr., Roy Letsinger and Lester Rosenfeld.

The second and final day's meeting today was a closed business session and tonight's annual banquet had Abram Myers, general counsel of national Allied States, as guest speaker. The delegates voted to hold next year's meeting in Clarksburg, W. Va.

K. C. Allied Unit Sets Nov. 30 for Meeting

KANSAS CITY, Sept. 19.—The board of directors of the Allied unit for the Kansas City exchange area, meeting here today, set Nov. 30 for an exhibitors meeting here.

Indication That C.P. Skouras Will Join 'Movietime'

HOLLYWOOD, Sept. 19. — It was strongly indicated here tonight that National Theatres president Charles P. Skouras would get on the "Movietime, U. S. A." bandwagon at tomorrow morning's meeting of local exhibitors at the Forum Theatre, which Council of Motion Picture Organizations vice-president Arthur Mayer and campaign chairman Bob O'Donnell will address.

Skouras lunched today with Mayer and O'Donnell and was to accompany them to the meeting with Los Angeles campaign chairman Samuel J. Briskin later today.

It is generally believed that Skouras, who has already launched his circuit's annual fall drive, will declare himself in at the meeting.

He will fly to New York tomorrow morning for the Theatre Owners of America meeting, accompanied by his aides, John Lavery, Andy Krappman, R. H. McCullough, and Walter Brantau.

B & K TV Station

CHICAGO, Sept. 19. — The Balaban and Katz TV station WBKB has set a new program called "Who's Talking?", featuring a mystery quiz with viewers being given the opportunity to identify movie stars, with a jackpot of prizes going to the first person called who identifies the star.

The program starts Monday, Sept. 24.

11•15•51
WHEN WORLDS COLLIDE
Color by Technicolor
A Paramount Picture

Film Story

(Continued from page 1)

of stars, whose names are not yet known, who are to make a goodwill tour in behalf of motion pictures and the "Movietime U.S.A." drive. It will be the first of a series of events that will carry the stars, in the days to follow, to many of the community centers surrounding the city in the Greater New York area—the five boroughs, Nassau, Suffolk and Westchester counties. Radio and TV appearances are also scheduled.

Fred J. Schwartz is chairman of the Organization of the Motion Picture Industry of New York.

Connecticut Showmen Meet For 'Movietime' Tomorrow

NEW HAVEN, Sept. 19.—The Connecticut "Movietime U. S. A." committee has called a statewide meeting of all theatre operators for Friday morning, at the Hotel Taft here, to finalize plans for Connecticut's participation in the nationwide "Movietime" campaign.

Co-chairmen Harry Feinstein, Albert Pickus and Harry F. Shaw will head the meeting.

Over 500 Exhibitors Attend Northwest Meets

MINNEAPOLIS, Sept. 19.—Over 500 exhibitors representing more than 80 per cent of the theatres in this territory attended regional meetings in eight major cities conducted by three flying squads under co-chairmen Harry French, Ted Mann and E. R. Ruben.

'Movietime' Campaign for Cleveland Area Organized

CLEVELAND, Sept. 19.—The "Movietime U. S. A." campaign for the Cleveland area was organized at a meeting in the WHK Radio Theatre here, attended by more than 1,200 persons.

Discuss N. J. Owners Program For 'Movietime' in Newark Today

NEWARK, Sept. 19.—Arrangements under which exhibitors of Northern New Jersey will participate in the "Movietime U. S. A." campaign, beginning Oct. 1, will be discussed tomorrow at a meeting of Federation of New Jersey Theatre Owners representatives at the Warner sales office here. George Gold is Federation president.

Spigelgass Will Address Salt Lake Meeting

SALT LAKE CITY, Sept. 19.—Leonard Spigelgass, vice-president of the Screen Writers Guild, will address the Salt Lake Exchange "Movietime U.S.A." kickoff meeting tomorrow at 10 a. m. at the Uptown Theatre, Ralph Trathen, chairman, announced.

The meeting will be held one day after the fall golf round-up of the Salt Lake Variety Tent 38, which is expected to attract scores of exhibitors from Utah, Idaho, Montana, and parts of Nevada. Filmrow offices are expected to be closed for the conclave.

Sterling Circuit Addition

PORTLAND, Ore., Sept. 19. — The Sterling chain of theatres in Washington has opened a new theatre, the Northgate, in the Northgate suburb of Seattle. The 1,500 seat house has an "elevated" auditorium and the only "floating" screen in the country.

'Life' *Discovers Drive-In Theatres*

Now that drive-ins are preparing to close until next spring, *Life* devotes part of four pages in the issue out today to the substantial business they are doing. The timing is on a par with the publication of its Aug. 13 article writing off the industry as a victim of television, which appeared two months after attendance, grosses and profits had begun to rise.

If intended as a sop to the industry for the Aug. 13 article, it is doubtful whether the drive-in piece will accomplish anything.

Detroit Enjoying Theatre Prosperity

DETROIT, Sept. 19.—A series of excellent pictures coupled with some fine, imaginative promotions, has resulted in some heavy grosses at local houses, the best first-run spurt here in months.

"That's My Boy" did a terrific $30,000 in its first week at the Michigan Theater and followed it up with a resounding $24,000 in the second week. "Flying Leathernecks" pulled in $24,000 in the first week at the Fox and drew $21,000 for its second week.

The Palms reports $15,000 for "Little Egypt" and the Adams drew $12,000 with "Angels in the Outfield."

As a sample of local promotion work, a huge float with animated figures of David and Goliath will tour city streets to herald the opening of "David and Bathsheba."

The opening itself will be quite an affair. City officials will attend the ceremony at the Madison and the event will be televised.

Broidy Ups Barry, Kay

HOLLYWOOD, Sept. 19. — Wesley Barry and Edward J. Kay, both members of William F. Broidy Productions, Inc., have been named to new posts in the organization, it was announced here at the weekend by Broidy. Barry will handle all phases of production.

THIS IS A TEASER!
she dances!
she sings!
she makes love!
YVONNE DE CARLO
stars in
"Hotel Sahara"
released thru UA

Put the Accent on SHOWMANSHIP WITH HERALDS!

IT'S THE 'GONE WITH THE WIND' OF MUSICALS!

SHOW BOAT

RAVENAL Handsome gambling man with the golden voice!

MAGNOLIA Singing sweetheart of the South!

CAP'N ANDY Lovable, riotous skipper of the Show Boat!

ELLIE and FRANK

JULIE From her love-torn heart comes those torchy blues!

Men can't resist her..! She's a riot ... and she starts one

The Shape that SHOOK the World!

...with her famous Hoochy Koochy dance that shocked and rocked the first Chicago World's Fair!

She's front page news! The police pinched her too!

Women called her shocking Men called her as soon as they got her number!

"LITTLE EGYPT" Technicolor

MARK STEVENS · RHONDA FLEMING

ACROSS 3,000 YEARS COMES THE GREAT BIBLE STORY ...IN ALL ITS FIRE AND TEMPEST!

GREGORY PECK · SUSAN HAYWARD

DAVID and BATHSHEBA

TECHNICOLOR

The most forbidden of the world's great love stories

RAYMOND MASSEY · KIERON MOORE

DARRYL F. ZANUCK · HENRY KING

THEATRE

Get full details from your NSS salesman or your local NSS Exchange

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

THE NEXT BIG NEWS... IS THE MOST EXCITING PICTURE OF THE YEAR "THE DESERT FOX"...SET IT NOW FOR OCT. 17TH!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 70. NO. 58 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 21, 1951 TEN CENTS

First IATSE Takeover Of Publicists

New Inroad Is Marked by H-63 in Para. Election

The IATSE's inclusion of motion picture home office publicists in its ranks was marked yesterday for the first time as the workers in that category at Paramount Pictures and Paramount International voted 20-to-1 to join the AFL affiliate.

The election, conducted by the National Labor Relations Board, gave the Paramount publicists the choice of the IATSE or "no union." The same choice was given to Paramount clerks, stenographers and others in the "white collar" category, and they voted 129-to-10 for the "IA."

The victorious local was No. H-63, Motion Picture Home Office Employes Union, the "IA's" largest "white collar" unit. It conducted a vigorous organizing campaign at Paramount as the jurisdictional rival of Distributive, Processing and Office Workers of America (District No. 65), which counted among its sup-

(*Continued on page* 3)

Goldwyn Confident Of Films' Future In 'Collier's' Piece

Putting the spotlight anew on industry problems and difficulties of the past two years, Samuel Goldwyn nevertheless manages in his article in this week's Collier's magazine to express his confidence in the industry's future.

"I see it stronger, healthier and, I might add, more profitable than today," Goldwyn asserts early in his article.

He leads off with mention of the industry suffering for the past several

(*Continued on page* 2)

Industry Exhibit Opens Here Tues.

The first in a series of industry exhibits designed for display in over 40 New York City high schools, will be officially opened at Julia Richmond High School, on Tuesday, at 11 A.M. Participating in the opening ceremonies will be Oscar A. Dobb, of

(*Continued on page* 4)

'Streetcar' Rolls Up Another Record

For the second day Warner Brothers' "A Streetcar Named Desire" smashed all records at the Warner Theatre here, grossing an estimated $14,000.

The second day topped the opening day's revised gross figure of $13,000, said to be a 16-year record. The average normal opening day gross at the theatre runs anywhere from $6,000 to $8,000.

Para. Tube Hikes Stock Six Points

Paramount stock trade at the New York Stock Exchange rose a big six points in heavy trading yesterday on the heels of the private unveiling of the tri-color television tube developed by Chromatic Television Laboratories, Inc., a Paramount subsidiary.

Interest in the tube was heightened by yesterday's announcement by Richard Hodgson, president of Chromatic, that the company "will immediately commence commercial production of Lawrence-Paramount tubes (their official name) in its newly acquired Connecticut plant."

The tube, which is able to receive both black-and-white and color television transmission, will be available in sufficient quantity for public demonstrations in a matter of weeks, Hodgson said.

On the stock exchange, 63,000 shares of Paramount stock were traded with the stock soaring to 33⅜ as compared to Wednesday's closing figure of 27⅜.

In his statement, Hodgson spoke of the enthusiastic reception accorded to the tube by prominent scientists who saw the private showing Wednesday

(*Continued on page* 3)

URGE DRIVE TO KILL U. S. ADMISSION TAX

Myers Will Recommend That Industry Start Organizing 'Thoroughly'

WASHINGTON, Sept. 20.—Abram F. Myers, general counsel of Allied States Association and spokesman for the Council of Motion Picture Organizations on tax matters, said here today he would recommend to COMPO president Ned Depinet that the film industry start organizing "carefully and thoroughly to work for the complete removal of the admissions tax."

Myers made the statement in commenting on the Senate Finance Committee version of the tax bill, made available yesterday. Its provision exempting non-profit groups from the admission tax is far more restrictive than the House bill provision, and was hailed by Myers as "eliminating the worst features of the House bill."

The industry's immediate job, Myers said, is to make sure the Finance

(*Continued on page* 4)

Football Program For Theatre TV Bows on Sept. 29

The selection of the first two football games to kick off the fall theatre television program, which will get underway Sept. 29, was one of the major topics discussed at yesterday's luncheon meeting of theatre circuit executives and representatives of the National Collegiate Athletic Association, presided over by Nathan Halpern, president of Theatre Network Television.

Among the colleges seen as possible choices for the first two theatre TV telecasts are Army, Notre Dame, Navy and Princeton. It was understood that the first game would be telecast in Eastern theatres, numbering from 12 to 14, while the second game would be a joint venture between TNT handling Eastern the-

(*Continued on page* 3)

Put Brotherhood Plans in Motion

An industry campaign basically stressing the education of the public to the need for practicing brotherhood was outlined by George Skouras, industry chairman for the annual "Brotherhood Week" observance next February, at a meeting at United Artists Theatres headquarters here yesterday.

Key to the educational program is

(*Continued on page* 4)

Jameyson Advances Plan For Grass-Roots Previews

KANSAS CITY, Sept. 20.—A plan for bringing film previews to smaller cities and towns around the country to stimulate new enthusiasm for motion pictures is being advanced by H. E. Jameyson, president of Commonwealth Theatres, with headquarters here.

Jameyson points out that during the "Movietime U.S.A." campaign, countless numbers of smaller cities and important towns will not be visited by the Hollywood star caravans and suggests that the scheduling of occasional

(*Continued on page* 4)

435 Register for TOA's Convention

Thirty-five additional registrations, bringing the total to 435, were reported yesterday for the Theatre Owners of America's annual convention which will be held Monday through Thursday at the Hotel Astor here.

Bill Fixing Trust Suit Limitation Statutes Is Dead

WASHINGTON, Sept. 20.—Opposition of film companies and the sharp differences of opinion within the film industry have pretty well killed for this session of Congress—and possibly for next year as well—the bill to set a uniform Federal statute of limitations on private treble-damage antitrust suits.

Hearings before a special House Judiciary subcommittee concluded

(*Continued on page* 3)

800 Attend L.A. 'Movietime' Meet

HOLLYWOOD, Sept. 20.—Council of Motion Picture Organizations vice-president Arthur Mayer and campaign director Bob O'Donnell and area chairman Sherrill Corwin got "Movietime U. S. A." into high gear here today with addresses to 800 Los Angeles territory exhibitors, exchange personnel and other industry members

(*Continued on page* 4)

Personal Mention

STEVE BROIDY, Monogram-Allied Artists president, now on the Coast, will fly to New York for the TOA convention here next week. He will proceed to London later.

•

MAURICE BERGMAN, Universal executive in charge of exhibitor and public relations, returned to New York yesterday from the annual convention of the Allied Theatre Owners of West Virginia at Charleston, W. Va., where he served as toastmaster at the annual banquet.

•

BERNARD JACON, Lux Film vice-president in charge of sales and distribution, is in St. Clare's Hospital here for minor surgery.

•

DAVID A. LIPTON, Universal-International vice-president in charge of advertising-publicity, is due here from Hollywood on Monday.

•

TEET CARLE, Paramount's studio publicity manager, left here for the Coast yesterday.

•

NATE J. BLUMBERG, Universal president, is due here from Hollywood next week.

First-day Sellout For Phila. Theatre TV

PHILADELPHIA, Sept. 20. — The Stanley Theatre here neared a sellout on the first day as 3,000 reserve seat tickets for the Willie Pep-Sandy Saddler fight on theatre television next Wednesday went on sale.

The first ads on the attraction appeared in today's dailies and by three PM over 2,000 tickets at $1.95 had been sold. 300 standing room tickets at $1.25 were scheduled to go on sale immediately after the seats were gone.

Meanwhile, Keamco Inc., operators of the Royal Theatre here, where previous TV bouts had been exhibited, were seeking to ship their AT & T cable facilities to the larger Lincoln theatre in the same area for the Pep-Saddler go and faced a possibility of missing out on the attraction because the cable might not be switched in time.

Another possibility in the large screen TV picture here was the emergence of the 2,000 seat auditorium Town Hall as a possible competitor for the local theatres. Murray Weisberg, manager of the hall, was reported to be negotiating for Theatre Television Enterprises equipment for the event and to be seeking the rights from Theatre Network Television.

No New Names Come Up At Red Probe

HOLLYWOOD, Sept. 20.—Two cooperative witnesses and six who stood on the Fifth Amendment passed before the UnAmerican Activities committee on the fourth day of its hearings here. There were no new names mentioned, and little that had not already been gone over before.

Admission Prices for N. Y. Palace Vaudeville Shows Scale to $4.80

The price scale for the New York RKO Palace two-a-day, reserved seat policy which will begin on Tuesday evening, Oct. 16, with Judy Garland heading an all-star variety show, will be $3.60 to $1.20 on week-day evenings, $3.00 to $1.20 for week-day matinees, $4.80 for weekend evenings and $3.60 for weekend matinees, with a $1.20 minimum. Seats are now being reserved four weeks in advance. The opening night has already been sold out, reports the circuit.

This price scale is said to be comparable to that which was in effect during the big "two-a-day" era of the Palace.

Krolick, Taylor In New UPT Posts

BUFFALO, Sept. 20.—Arthur Krolick has been named general manager of the Buffalo and Rochester district of United Paramount Theatres, and Charles B. Taylor has been named assistant general manager, by Edward L. Hyman, vice-president of United Paramount, who is in town for conferences with Buffalo and Rochester UPT heads. Taylor will continue as director of advertising and publicity.

Hyman held a meeting yesterday in the Hotel Statler with the executives at which many problems facing the industry were discussed. Hyman was accompanied here from New York by Bernard Levy and Al Sicignano.

Krolick has been acting district manager of the Buffalo United Paramount corporation. He came to Buffalo from a UPT city manager's post in Rochester. Before becoming associated with UPT here, Taylor was advertising-publicity manager of the local Shea circuit for many years.

Levey in Israel On Production Deal

Jules Levey, who is sponsoring "Fabiola" in the U. S., Ireland and England, has arrived in Israel from Rome and New York for huddles with Israeli government officials and film executives.

The officially-sponsored conferences concern the question of Israeli film production for export to the United States, with Levey having been invited to advise Israeli producers and officials on the type of films with greatest box-office potentialities in the U. S.

UP-Movietime News To Bow Oct. 22

The American Broadcasting Co. reports here that it will launch the new United Press-Movietime News service on WJZ-TV here on Oct. 22, instead of Oct. 1, as originally planned.

Variety Dedicates Astor Headquarters

The Variety Club of New York dedicated its new quarters on the mezzanine floor of the Hotel Astor last night. The housewarming took place in conjunction with a regular membership meeting, conducted by Fred J. Schwartz, chief barker.

Yates and Grainger At Republic Meet

CHICAGO, Sept. 20.—The second in Republic's current series of regional sales meetings will open tomorrow at the Blackstone Hotel here, where James R. Grainger, executive and sales vice-president, will preside.

Company president Herbert J. Yates will address the meeting on the forthcoming product and participation in the "Movietime U. S. A." campaign.

Midwest district manager A. H. Fischer will attend the session along with the following branch managers: Ben F. Elrod, Chicago; Bernard Brager, Indianapolis; George H. Kirby, Cincinnati; I. H. Pollard, Cleveland; Sam Seplowin, Detroit; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; Paul Webster, Des Moines; Robert F. Withers, Kansas City; Harry Lefholtz, Omaha, and Nat E. Steinberg, St. Louis.

The first meeting in the series was held at the Hollywood Studio last weekend (September 14th to 16th), and subsequent meetings are scheduled for New York City tomorrow, and Atlanta on Tuesday, Oct. 2.

Goldwyn Confident

(*Continued from page 1*)

years "from a severe case of jitters," and states the box office has been declining at a rate that has made producers wonder what hit them.

"In 1950, the American public spent close to a quarter of a billion dollars less for motion picture entertainment" than in 1946, 1947 and 1948, Goldwyn says.

He describes television as "perhaps the most important" of three reasons for the box office decline, the others being the high cost of living and "mistakes" of many years standing, a category under which he lumps most of his pet peeves with which the industry is familiar — double features, production of too many pictures, censorship and misleading advertising.

Souvaine Acquires Feature Cartoon

Souvaine Selective Pictures has acquired for Western Hemisphere distribution the animated full-length color feature, "Tinderbox." The picture was made abroad, will be printed in Ansco color and will be entirely in English. The story was adapted from the Hans Christian Andersen fairy tale.

NEWS in Brief . . .

Robert Morris has been added to the Monogram-Allied Artists exploitation and publicity staff in New York.

For the past two months Morris has been assisting Harry Goldstein, Eastern exploitation head, on the personal appearance tour of ex-spy Claire Phillips in connection with special openings of "I Was an American Spy". Prior to joining the company, Morris was associated with Rappaport Theatres in Baltimore.

•

BUFFALO, Sept. 20.—Basil P. Brady, 61, veteran in film distribution, died here early this week in St. Francis Hospital, after suffering a stroke. He was associated with Brady & Lyons, which distributed some product of M-G-M and Pathe.

•

WASHINGTON, Sept. 20—The Senate has confirmed Edward L. Roddan as U. S. Ambassador to Uruguay. Roddan, at one time worked for Universal News and the Hays Office here, and more recently served as administrative assistant to Senator McMahon (D., Conn.).

•

KANSAS CITY, Sept. 20—The board of directors of the Kansas-Missouri Theatre Association meeting here appointed committees and made plans for the annual convention to be held at the President Hotel here November 6-7. Elmer C. Rhoden, Jr., is general convention chairman. There will be a special portion of the program for drive-in operators. All-out support for "Movietime U. S. A." was shown, and bulletins from the association will promote the campaign.

•

HOLLYWOOD, Sept. 20.—The Screen Extras Guild will open negotiations with the major producers for a new contract on Oct. 10, demanding, among other things, that the general extra rate be raised from $15.56 to $25 per day. Time and half for Saturdays, piad holidays and vacations with pay, old age pensions and welfare fund, are among other demands.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA
and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Para. Tube

(Continued from page 1)

and said the tube works in conjunction with either the CBS system or any other proposed color system for any size screen.

Barney Balaban, Paramount president, commented: "We have reason to believe that the Lawrence-Paramount tube is the simple answer to the color television problem about which there has been so much public discussion, and confusion. A unique feature of the tube is its ready adaptability for mass production on an economic basis that will bring color television within the means of the millions."

Century Agent for Para. Theatre TV

Century Projector Corp., New York, has been appointed sole agent for Paramount Pictures' Inter-Film Theatre Television equipment, Paramount disclosed here yesterday.

Paramount, active in theatre television since 1945, is now manufacturing theatre TV units at the rate of 10 a month. Company engineers have just completed an installation at the New Shenandoah Theatre, St. Louis, through Joe Hornstein, Inc. Other installations now in operation are at the State Lake Theatre, Chicago; Paramount Theatre, New York; Michigan Theatre, Detroit; Radio City Theatre, Minneapolis, and the Imperial, Toronto.

'IA' Publicists

(Continued from page 1)

porters former members of the Screen Publicists and Screen Office and Professional Employes guilds, UOPWA. District No. 65 was given a place on the election ballot by the NLRB, but that union withdrew from the ballot.

Russell M. Moss, executive vice-president of H-63, expected yesterday that the NLRB would officially certify the Paramount employes as members of the "IA" in a week or 10 days. The local's next step will be to seek negotiations for new contracts for Paramount publicists and "white collar" workers.

THIS IS A TEASER!
she dances!
she sings!
she makes love!
YVONNE DE CARLO
stars in
"Hotel Sahara"
released thru UA

D. of J. 'Looking Into' Theatre TV

WASHINGTON, Sept. 20. — A top Justice Department official said today his agency is "looking into" the anti-trust aspects of exclusive theatre telecasts.

He said the study has been going on quietly for three months, and would probably continue for some time. He emphasized that the study—he refused to admit it could be termed an "investigation"—was not brought on by any particular fight telecast or any other single instance but just naturally grew out of a general study of the whole field of sports telecasts.

It was also revealed that the proposed United Paramount Theatres-American Broadcasting merger is "under consideration" by the Anti-Trust Division.

"Television is a new industry on the threshhold of tremendous expansion," this official declared. "We want to be sure its use is not restrained or limited in any illegal way, that monopoly does not get a toehold. Naturally, we are keeping an eye on all aspects of the situation, and theatre television is one aspect."

This official pointed out that there is a very great difference between a group of sports promoters getting together and laying down a common policy on telecasts and one promoter "selling his pencils for the highest price he can get." There is also the question, he said, whether the person who gets the telecast under a monopolistically-determined restraint should be held guilty.

Bill Fixing

(Continued from page 1)

many weeks ago, but there has been no move to report out the bill in the many executive sessions that the sub-committee has held since then. Even should some members now succeed in prodding the bill out of committee, it is too late for any House action before Congress quits for the year.

The bill would have set a uniform six-year Federal statute of limitations. The Motion Picture Association of America opposed this, arguing that either the present statutes should stand or the time should be cut to three years. Allied States Association took the stand to defend the six-year statute.

The MPAA also urged that the bill be amended to include a provision giving Federal Judges discretion to award less than treble damages in these suits. At present, treble damages are mandatory. This new proposal disturbed many members of the sub-committee and scared them away from moving on the bill, according to one member. "Of course, that may be what was desired, and the discretionary damages provision may have been just a Red Herring to kill the bill," this member declared.

Chicago Drive-in Suits Postponed

CHICAGO, Sept. 20.—The arraignment of the defendants in the government's anti-trust suits against several local drive-ins for alleged price-fixing was today postponed to Nov. 5 by Judge Barnes of the Federal Court here. Attorneys for the various defendants are Seymour Simon, Thomas C. McConnell, Edward Blackman, Philip Toomin, and Joseph Schwartz.

Football TV

(Continued from page 1)

atres and Midwestern houses not in the United Paramount Theatres circuit. UPT, it was explained, will take the lead in handling football theatre telecasts for Midwest houses.

Although the number of theatres telecasting the initial event, which will have some home TV competition, is relatively small, the network is expected to grow during the season to a possible 60 to 70 theatres joining the program by December.

On Sept. 29, the Duke-Pittsburgh game will be seen on home TV in the East, while the West home viewers will be able to see the Columbia-Princeton game.

Other games to be selected will be determined each week in an effort to choose the top game. The farthest West the network expects to go is Omaha.

Other topics discussed at yesterday's meeting included the promotion and publicity for events, research, and the commentator to be selected.

Slight Reduction In Coast Filming

HOLLYWOOD, Sept. 20. — The production index dropped only one point last week, making a total of 34 pictures in work. Three new pictures were started and four were completed.

Started were: "The Bushwackers" (Jack Broder Productions), Independent: "High Noon" (Stanley Kramer Productions), United Artists; "The World in His Arms," Universal-International. Completed were: "Bronco Buster," "Son of Ali Baba" and "Bend of the River," Universal-International; "Carson City," Warner Brothers.

Powell to Direct

HOLLYWOOD, Sept. 20.—Dick Powell, after almost two decades as an actor, is switching to directing. He has been signed by Paramount for his first assignment, direction of the comedy, "A Likely Story," starring William Holden. Irving Asher will produce.

Celler Group Drops Probe of Telecasts

Washington, Sept. 20.—At least one projected investigation of sports telecasts has been called off.

During recent House Judiciary sub-committee hearings on baseball, Chairman Celler (D., N. Y.) said that when the hearings resumed next month the sub-committee would go into restrictions on baseball telecasts. The sub-committee still will reopen hearings around Oct. 15, but has now decided to skip the sports telecast angle.

House Leaders Seen Blocking TV Probe

WASHINGTON, Sept. 20. — House Democratic leaders are said to be quietly trying to block the projected special investigation of all aspects of organized sports, including sports telecasts to theatres.

The House Rules Committee, which has before it the Clemente Bill to authorize the investigation, met yesterday, and although it voted on several bills submitted to it later than the Clemente Bill, it did not vote on that measure. Members said the bill "wasn't even mentioned."

Several members admit that the leadership had flashed a red light on the investigation, and declared "it will take a lot of pressure to get this through the House this year."

However, Rules Committee Chairman Sabath (D., Ill.) still is pushing the bill and says it will be reported out shortly. The question then would be whether the House leadership would permit the resolution to come up on the House floor. The bill needs House approval before the investigation can go on.

Darrington Theatre Loss

PORTLAND, Ore., Sept. 20. — The Darrington Theatre, in Darrington, Washington, was totally destroyed by fire, with an estimated loss of $30,000.

Is Hollywood through ?

Read what SAM GOLDWYN

says in **Collier's**

★ OUT TODAY

Tax Drive

(*Continued from page* 1)

Committee provision is sustained on the Senate floor and in the final House-Senate conference.

"When the bill is finally enacted," he continued. "I will make recommendations to Ned Depinet for the organization and discipline of the industry with a view to having the entire tax removed. I am still painfully conscious of the way the tax discriminates against our industry, and I believe the industry should organize to remove the tax as soon as possible."

Myers said he was sorry the industry had not secured the total elimination of the House tax bill provision exempting non-profit groups from the admission tax. The sponsors of the provision, he declared, were "too influential."

However, he continued, "the Committee obviously tried to eliminate the unfair competition to motion picture theatres as far as could be done in view of the pressure from these groups. I haven't yet completed my analysis of the Finance Committee's bill and report, but it is clear that we are protected against any non-profit showing of a motion picture tax-free, and the provisions keeping the tax on carnivals is also very gratifying."

Myers said he felt in view of the Congressional drive to adjourn that it was "hopeless to expect any further amendments in our interest—the job now is to hold the gains we have made and then perhaps go back another time for the rest."

"I am very grateful to the (Senate) Committee for its sympathetic attitude and what it did to eliminate the worst features of the House bill," Myers concluded. "I am glad to know that the motion picture business has so much good will in the committee."

Industry Exhibit

(*Continued from page* 1)

Loew Theatres; Robert Weitman of United Paramount Theatres; Edward Rugoff, president of the Metropolitan Motion Picture Theatre Owners Association; Dr. Harrison Thomas, an assistant superintendent of high schools; Miss Marion D. Jewell, principal of Julia Richmond; Charles F. Beck, in charge of School Museum Projects, and Sam Leve, theatrical designer who created the exhibit. The exhibits are basically intended to promote goodwill for the industry.

Sponsored by the New York Organization of the Motion Picture Industry in cooperation with the Board of Education, the first exhibit will present a representation from "Quo Vadis" and "When Worlds Collide." A second exhibit, which will open the following week in Thomas Jefferson High School, Brooklyn, will include representations from "The Golden Horde" and "Quo Vadis."

L.A. 'Movietime'

(*Continued from page* 1)

at the Forum theatre meeting which was held under the auspices of the Southern California Theatre Owners Association.

California Lieutenant Governor Goodwin Knight, Screen Actors Guild president Ronald Reagan and Reverend Bill Alexander, of Oklahoma City, were other speakers. All major circuits and a large number of independents were represented.

Review

"Hills of Utah"

(*Columbia*)

GENE AUTRY'S countless followers, and many others, too, will find in "Hills of Utah" a well-rounded Western production with plenty of action, a closely knitted tale and sturdy fist-and-gun battles, with a new twist added that finds Gene pursuing the practice of a country doctor the while he tracks down the villains who are nurturing a feud with native cattlemen, continuing in the latter capacity his own inimitable, noble, quick-trigger heroics. Armand Schaefer produced and John English directed, convincingly.

Gerald Geraghty's screenplay was based on a story by Les Savage, Jr., and was filmed in sepia tint. It presents Autry as the son of a rancher who was killed in a feud. He returns to the town as a doctor, but refuses to take sides in the feud which is still continuing, wanting only to do his medical job. However, he is soon forced into the feud which concerns the activities of a copper mine owner whose mine is polluting a stream where cattle drink. The suspense is heightened by the death of a little boy son of one of the principals in the feud, after Autry has treated him. Gene now finds it necessary to clear himself with the boy's father and bring to justice the culprits who are making it difficult for the ranchers. This he proceeds to do in his usual forthright manner—quick on the draw and with his fists—and charging along the trails on Champion, his horse. Helping Autry in the comedy relief role is Pat Buttram. Elaine Riley plays the feminine lead nicely. Others in the cast are Onslow Stevens, Donna Martell, Denver Pyle and William Fawcett.

Running time, 70 minutes. General audience classification. September release.

N. Hampshire Lines Up for 'Movietime'

CONCORD, N. H., Sept. 20—Edward Fahey, state chairman for the "Movietime New England U. S. A." drive for New Hampshire has called a general meeting of all New Hampshire exhibitors for Monday at Concord to discuss the tour and itinerary of the stars and personalities who will visit the state during the drive. Phil Engel, 20th-Fox New England director of publicity and publicity chairman for the drive for New Hampshire, will preside at the meeting. Engel will outline the entire program planned for the state and what exhibitors are expected to do during the time the stars and personalities are in that state.

'Leathernecks' Completes Lux Radio Show Celebrating 'Movietime' Drive

With addition of a key scene from RKO Radio's "Flying Leathernecks" to the Lux Radio Theatre's tribute to the motion picture industry set for Monday night, the nationwide broadcast will present highlights from eight major current or soon-to-be-released pictures, it was announced here yesterday by the Council of Motion Picture Organizations, sponsor of the "Movietime U.S.A." drive which the Lux broadcast honors. The eight highlight scenes will offer the top stars of each production re-enacting the roles they portray in the films, and will be broadcast over the nationwide CBS network at 9:00 P.M. (EDT).

Nearly 1,200 prints of a special 100-foot type trailer announcing the broadcast have been ordered by theatres from National Screen Service, which produced the trailer for the "Movietime U.S.A." committee.

Illinois Allied Endorses Assessment Proposal

CHICAGO, Sept. 20.—The board of directors of Allied Theatres of Illinois resolved at a meeting here yesterday to "endorse the recommendation of the executive committee of "Movietime in Illinois U. S. A." to assess the theatres in this area on the basis of five cents per seat for local participation, and to urge the fullest measure of support by members of Allied Theatres of Illinois, Inc., in carrying out the aims and purposes of the local committee in this effort."

Laud Rank Film for Theatre Trainees

LONDON, Sept. 20. — J. Arthur Rank's special films division having turned out in the past some distinguished documentary and training films for the government as well as British industries, the question probably arose: Why not a training film for our own organization?

In any event, under the planning of John Davis, managing director of Rank's film enterpise, there has been produced a 62-minute film, "This Way Please," which will be used as a training film for new employes of Circuits Management Association's G-B and Odeon Theatres, and as a refresher course for old hands.

First-Rate Job

A first-rate job, the film goes through the whole gamut of theatre operation from projection booth to cashier's cage and the refreshment stand. It emphasizes showmanship and service, has a bright musical and oral commentary and makes its points effectively, without preaching, and frequently, entertainingly. It is instruction by example and a cheerful demonstration of showmanship.

"This Way Please" will be shown to two C.M.A. managers' conventions in November, one at Harrogate, the other at Bournemouth. Thereafter, prints will be made for morning screenings at every Gaumont and Odeon theatre in the country.

American film executives here suggest that a print might usefully be shipped to the U. S.

P.B.

200 at Warner Golf Tournament Today

Over 200 members of the Warner Club and their guests are expected to turn out for the annual company golf tournament today at the Westchester Country Club in Rye, New York. Andre Baruch, Warner Pathe News narrator, will be master-of-ceremonies at the dinner tonight when awards will be given to the winners of the tournament.

Tom O'Sullivan is chairman of the tournament committee which includes Robert A. McGuire, Nat Fellman, Bill Cannon and Gerry Keyser.

Brotherhood

(*Continued from page* 1)

the planned publication of a book on the brotherhood of man, comprising articles to be contributed by outstanding clergymen of all faiths and leading American citizens.

In addition, the suggestion was made that a playlet on the need for brotherhood be produced as a screen trailer which can be used by all theatres.

The following were named by Skouras to the planning committee for the industry campaign: L. E. Thompson, chairman; Charles Reagan, Robert Weitman, Bernard Goodman, Eugene Picker, Sam Rinzler, Sam Rosen, Harry Brandt, Leslie Schwartz, Harry Mandel, William White, William German and Herman Robbins.

A literary, publicity and advertising committee, which would plan the publication and other campaign features in its orbit was named, consisting of the following: Si Seadler, temporary chairman; Max Youngstein, Sid Blumenstock, Gil Golden, S. Barret McCormick, Maurice Bergman, Charles Simonelli, Paul Lazarus, Jr., Harry McWilliams, Sterling Siliphant, Lynn Farnol and Nick John Matsoukas.

Previews Plan

(*Continued from page* 1)

previews of new productions into such localities could go far toward making up the deficiency and accomplishing much the same results.

The Commonwealth head does not believe the plan he suggests should be added to the current burdens and activities of the Council of Motion Picture Organizations but, rather, should be considered by individual producing-distributing companies. Jameyson said he will be in New York next week to attend the Theatre Owners of America convention and will be available then to talk to any who may be interested in his plan.

It originated, he explained, with the recent successful preview of an MGM picture by Frank Whitbeck, studio representative, at one of Commonwealth's smaller situations. Audience reaction, resultant publicity and actual box office experience, he said, led him to believe that the plan would be economically feasible, if not profitable, to studios and distributors, if conducted on a national basis.

Exchange managers, Jameyson suggests, should designate the theatres to have such previews from their knowledge of every situation in their territory. He pointed out, too, that the grass roots reaction to such previews should prove more valuable to producers than that of audiences accustomed to such showings.

Rank Money in 20 Films Next Year

LONDON, Sept. 20.—In his annual report to stockholders, issued here yesterday, J. Arthur Rank said he plans to have a financial interest in about 20 films during the coming year, with 15 to be made at Pinewood with National Film Finance Corp. participation. The balance will be made at Ealing studios.

He concedes that continuance of production at Denham depends upon some form of American cooperation and expresses the hope that 20th Century-Fox will resume production there soon.

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 59 NEW YORK, U. S. A., MONDAY, SEPTEMBER 24, 1951 TEN CENTS

'Movietime' Kicks Off Today

TODAY—ACT 1: Lux Radio Theatre presents "It's Movietime U.S.A." on the CBS nationwide network of 166 radio stations, a full hour's program presenting enactments of scenes from forthcoming feature pictures.

OCT. 1—ACT 2: $350,000 newspaper advertising campaign starts in every daily newspaper nationwide—1,755 newspapers in 1,410 cities with a readership of more than 53,000,000.

OCT. 8—ACT 3: "Stars Over America Personality Tours" start in state capitals, accompanied with and followed by special public events.

THE CROWDS ARE BACK, THANKS TO 20TH! As the nation goes, so goes Philadelphia as the Fox Theatre sees Darryl F. Zanuck's "David and Bathsheba" drawing the greatest crowds in its history for record-shattering grosses!—ADVT.

Highlights of TOA Convention

TODAY: 9 A.M., Directors Meeting, election, in North Ballroom. 12:30 P.M., Directors lunch, College Hall. 2 P.M., Business session.

TUESDAY: 9 A.M., Individual committee meetings. 12:30 P.M., Convention luncheon, Belvedere Room. 2 P.M., Committee meetings.

WEDNESDAY: 9:30 A.M., Business session, North and East Ballroom. 12:30 P.M., Convention luncheon, Belvedere Room.

THURSDAY: 9:30 A.M., Business session. 12:30 P.M., Convention luncheon, Belvedere Room. 2:30 P.M., Final business session. Evening, cocktail party and President's dinner.

U.S. Names 12 Film Advisors

WASHINGTON, Sept. 23.—The State Department today named 12 film industry and educational leaders to a special Film Advisory Committee to study the operations of the Department's overseas film operations, make recommendations on how the program can be improved, and suggest methods of getting further cooperation between the film industry and the Department's international motion picture division.

The first "organizational" meeting

(*Continued on page 6*)

Theatre TV Ticket Sale Running Ahead

The Pilgrim Theatre here reports that 1,300 tickets had been sold up until Friday for the Saddler-Pep bout to be televised on its theatre television screen on Wednesday evening. The advance sale is running ahead of the Robinson-Turpin fight, which was televised Sept. 12. The house seats 1,800.

$120-Million From Abroad

Remittances to U. S. companies from the foreign film market for the year 1951-52 will probably run between 120,000,000 and $125,000,000, as compared to this year's $108,000,000, according to an estimate by John G. McCarthy, vice-president in charge of international affairs for the Motion Picture Association of America.

McCarthy made this estimate, which he called higher than most forecasts, at a press conference here Friday, during which he disclosed that the new U. S.-Spanish agreement had been submitted to a Friday board meeting of the Motion Picture Export Association, of which he is also vice-president.

Asked if the proposed pact had met any opposition, McCarthy said the

(*Continued on page 6*)

Largest Network For Pep Battle

Seventeen theatres in 13 cities outside New York will carry the exclusive theatre televising of the Saddler-Pep featherweight championship bout Wednesday evening from the Polo Grounds here, Theatre Network Tele-

(*Continued on page 10*)

TOA OPENS ANNUAL CONVENTION TODAY

Newspaper Ad Plan Set for 'Movietime'

The "Movietime U.S.A." advertising committee, headed by Howard Dietz, at the weekend completed its schedule of newspapers in which the "Movietime" advertisements will be published during the week of Oct. 1.

The schedule is divided into two parts: (1) newspapers published in cities of more than 100,000 population, and, (2), papers in cities of less than 100,000. For the papers in the first category a full-page advertisement is

(*Continued on page 10*)

U. S. Interested in UPT-ABC Hearing

WASHINGTON, Sept. 23.—The Justice Department will "definitely take part in one role or another" in the Federal Communications Commission's hearing on the proposed merger between United Paramount Theatres

(*Continued on page 6*)

Fabian Sees TV as Top Subject; Officers Will Be Elected This Morning

S. H. Fabian

The critical problems faced by the exhibitors of the country with respect to home television and theatre television will loom more important than any other subject at the Theatre Owners of America convention which opens today at the Hotel Astor here, S. H. Fabian, convention chairman, predicted on Friday. The annual meeting, for which more than 400 TOA members and guests have registered, will continue through Thursday. The activities today will be high-

(*Continued on page 7*)

It's Profit-Time, U. S. A. With Great Paramount Hits Like:

FRANK CAPRA'S HERE COMES THE GROOM Bing's Best!

Schwalberg Opens Coast Meet Today

The third in a series of across-the-nation sales meetings conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp., E. K. O'Shea, vice-president, and Jerry Pickman, director of advertising-publicity, will begin in Los Angeles today and continue through Wednesday.

Attending will be Western division manager George A. Smith and branch managers Alfred R. Taylor, Los Angeles; Ward Pennington, Denver; Wayne Thiriot, Portland; F. H. Smith, Salt Lake City; H. Neal East, San Francisco, and Harry Haustein, Seattle. Also present will be special field representatives Bob Blair and Bob Quinn.

As in the case of the previous sales meetings in Atlanta and Dallas, the current sessions are being held to communicate to the field sales force the detailed merchandising plans and sales policies set at the recent division managers' meeting in New York.

Briskin Announces 25 More Tour Names

Hollywood, Sept. 23. — Hollywood "Movietime" chairman Samuel J. Briskin announced 25 additional players to make tours beginning in Washington and the 48 state capitals on Oct. 8. These additions bring the player list well above 100.

The additions are Bruce Bennett, Julie Bishop, Hoagy Carmichael, John Carroll, Jeff Chandler, Doris Day, John Derek, Faith Domerque, Preston Foster, Greer Garson, Dean Jagger, Frank Lovejoy, John Lund, Gordon MacRae, Marjorie Main, Roddy MacDowell, Frank McHugh, Ricardo Montalban, Mala Powers, Debbie Reynolds, Randolph Scott, Marta Toren, Martha Vickers and Robert Young.

200 See Warner Club Golf Prize-Winners

Over 200 members of the Warner Club and their guests were on hand at the annual company golf tournament Friday at the Westchester Country Club in Rye, New York to see Abe Kronenberger win the low gross prize; T. J. Martin the low net prize for members; E. Haight, the low net prize for guests; Harold Rinzler the longest drive prize; and Larry Golob the nearest-to-pin prize. R. Norton won the booby prize.

See Probe End Soon

Hollywood, Sept. 23.—One cooperative witness and five who availed themselves of the Fifth Amendment in refusing answer to questions appeared before the Un-American Activities committee at Friday's meeting, after which hearings were adjourned until Monday, when a start is to be made on ten witnesses now scheduled but whose names were not disclosed. Committee chairman John S. Wood left Friday night for his home state, Georgia, and hearings will continue before the remaining four members of the subcommittee. It is expected that the hearings will terminate Tuesday.

Personal Mention

EDWARD L. HYMAN, United Paramount Theatres, Inc., vice-president, Max Fellerman, Bernard Levy and Al Sicignano have returned here from Detroit.

•

Col. Nathan Levinson, head of Warners' studio sound department, celebrated his 25th anniversary with the company over the weekend in Hollywood.

•

Fred H. Hotchkiss, regional manager of Westrex Corp., New York, and J. Cuevas, manager of Westrex in Brazil, have returned here from Hollywood.

•

Henry L. Needles, Warner Theatres Hartford district manager, and his wife have returned to Hartford, following a vacation cruise on the St. Lawrence River.

•

Jerry Lass, whose father is a Warner Brothers home office art department employee, and his wife announce the birth of a girl at the Israel Zion Hospital in Brooklyn.

•

Bob Dodson, manager of Chakeres' Grant Theatre in Williamstown, Kentucky, and his wife announce the birth of a daughter.

•

Mel Hulling, Monogram West Coast co-franchise owner, has returned from Hollywood to his San Francisco office.

•

C. P. Davis, Jefferson City, Tenn., theatre owner, will serve as city recorder there by appointment of the City Council.

•

Sperie Perakos, district manager of Perakos Theatres, New Britain, Conn., has returned from Minneapolis.

•

Perry Lieber, RKO studio publicity director, and his wife will celebrate their 25th wedding anniversary tomorrow.

•

SAM SPIEGEL, producer, will arrive in New York today from Paris.

•

Gian-Carlo Menotti, director of "The Medium," will exchange views on his picture with Bosley Crowther, film critic of the New York *Times*, on Sept. 30 over TV station WNBT.

•

Joseph Spivack, manager of the Connecticut Theatre Candy Co., New Haven, has resumed his duties, following an illness.

•

Alfred W. Crown, worldwide sales vice-president of Samuel Goldwyn Productions, has returned here from Hollywood.

•

George D. Burrows, Monogram-Allied Artists executive vice-president and treasurer, is in New York from Hollywood.

•

Russell Gaus, Atlanta M-G-M manager, has returned to his Southern headquarters after a vacation here.

•

Byran Stoner, 20th Century-Fox division manager, is in Seattle from San Francisco.

•

John P. Byrne, Eastern M-G-M sales manager, will leave here today for New Haven.

•

Arthur Lubin, director, is due in New York today from Hollywood

•

Robert Lippert, president of Lippert Productions, is in Boston from Hollywood.

•

Harry Fellerman, U-I special films division sales head, will leave here today for Chicago.

•

David Burkan has been appointed a salesman for the Realart Film Exchange here.

•

Robert Ryan arrived here from the Coast at the weekend.

Pioneers Unit to Map Campaign Plans

The advertising and publicity group of the Foundation of Motion Picture Pioneers Fund Committee will gather here today for its introductory meeting. The members will begin laying campaign plans for the program of events to be sponsored in the coming months by the committee.

Paul Lazarus, Jr. of Columbia, is chairman of the group, M-G-M's Si Seadler is co-chairman, and Bernard Estes is coordinator.

Services Today for Columbia's McGrath

Services will be conducted today at Riverside Memorial Chapel here for Vincent McGrath, manager of Columbia's tabulating department, who died at his Woodside, L. I. home on Thursday.

A native of Superior, Wis., McGrath had been with Columbia for 20 years. He is survived by the widow, Elizabeth, and four brothers.

Rand Is Named Aide to Tulipan

Harold Rand has been named assistant trade paper contact for 20th Century-Fox at the home office.

Rand, formerly with the company's pressbook department, replaces Richard Abrons, who resigned to attend the Graduate School of Business at Columbia University. Rand will work under Ira Tulipan, trade paper contact.

New Schine Extension

Washington, Sept. 23.—The Justice Department has agreed to give the Schine Circuit another eight days —until Oct. 3—to dispose of seven theatres which were to have been sold under the consent decree during the second year of divestiture.

Another extension of the deadline for Loew's to file a divorcement plan with the New York Statutory Court is believed likely. The present deadline is Sept. 30, and it is said a consent decree cannot possibly be negotiated by that time.

Newsreel Parade

THE Korean Army in training and the UN's sixth birthday are current newsreel highlights. Other items include the British jet show, tuna fishing and other sports. Complete contents follow:

MOVIETONE NEWS, No. 77—The Harry Gross police trial. Film Council blasts Reds. Boy rescues girl from alligator. Appeal for blood. Truman gets UN birthday cake. British jet plane show. Tuna tournament.

NEWS OF THE DAY, No. 207—South Koreans begin building new army. British jet plane show. Motion Picture Film Council anti-Communist stand. Earth filmed from 135 miles up. UN birthday cake for Truman. Charlie the Chimp.

PARAMOUNT NEWS, No. 10—World tuna championship. Film industry council reiterates anti-Red stand. French maneuvers in Algeria. Flying enters new era: British jet show; progress report on B-36's.

TELENEWS DIGEST, No. 38-B—Kaesong: true talks resumed. Germany: housing project: Tokyo: blind orphans; New York: football reunion. Holland: treasure hunt. New York: the Yank squeeze.

UNIVERSAL NEWS, No. 493—Korean army training. Motion Picture Film Council's anti-Red declaration. Winston Churchill goes swimming. Truman takes the cake. Italy: lancing on horseback. British air show.

WARNER PATHE NEWS, No. 12—Earth seen from 135 miles up. French troops on maneuvers. Truman hails UN's sixth birthday. Channel swimmer. Premiere of "Streetcar Named Desire." Gen. Juin heads Nato army. British jets. Anti-Red declaration.

Variety Affair Set for Nov. 29

A Variety Club social affair is planned at the Hotel Astor on the evening of Nov. 29 when winners of Variety's raffle prizes will be announced, it was reported at the weekend by chief barker Fred J. Schwartz.

Schwartz spoke to some 128 industry representatives who attended the dedication ceremonies of the new Variety headquarters at the Hotel Astor. He said the club's welfare fund expects to raise $100,000 through the raffle.

Farnol to Promote New Goldwyn Film

Samuel Goldwyn Productions has retained the services of the Lynn Farnol publicity office here to assist in the forthcoming campaign of "I Want You," it was announced by David Golding, Goldwyn advertising and publicity director here.

Farnol recently returned from the Coast where he saw the film in its final scoring stages.

Walders with Lopert As Division Manager

Harry H. Walders has been appointed Midwest division manager of Lopert Films Distributing Corp. by Sidney G. Denau, vice president and sales manager.

Walders will have headquarters in Chicago. He was formerly branch manager for United Artists in Chicago.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative. FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE MAGNIFICENT EXPLOIT OF A HANDFUL OF HEROES

...who blocked Sherman's March to the Sea!

Ten fearless men and a girl defy a desperate army!

KING BROS.
PRODUCTIONS, INC. presents

DRUMS IN THE DEEP SOUTH

COLOR BY SUPERcineCOLOR

starring
JAMES CRAIG BARBARA PAYTON GUY MADISON

Distributed by
RKO RADIO PICTURES

Produced by MAURICE KING and FRANK KING • Production Designed and Directed by WILLIAM CAMERON MENZIES
Screenplay by Philip Yordan and Sidney Harmon • Based on the Story by Hollister Noble • Music Composed and Directed by Dimitri Tiomkin

Paramount Propulsion* HAS POWEREI

*Bigger pictures, bigger pre-selling, bigger boxoffice . . .

GEOR

A PLAC

FRANK CAPRA'S

HERE COMES THE GROOM

Hundreds and hundreds of engagements— with scores and scores of holdovers— prove that for grosses, crowds and customer-satisfaction, it's Bing's very best boxoffice picture since 1944.

HAL WALLIS

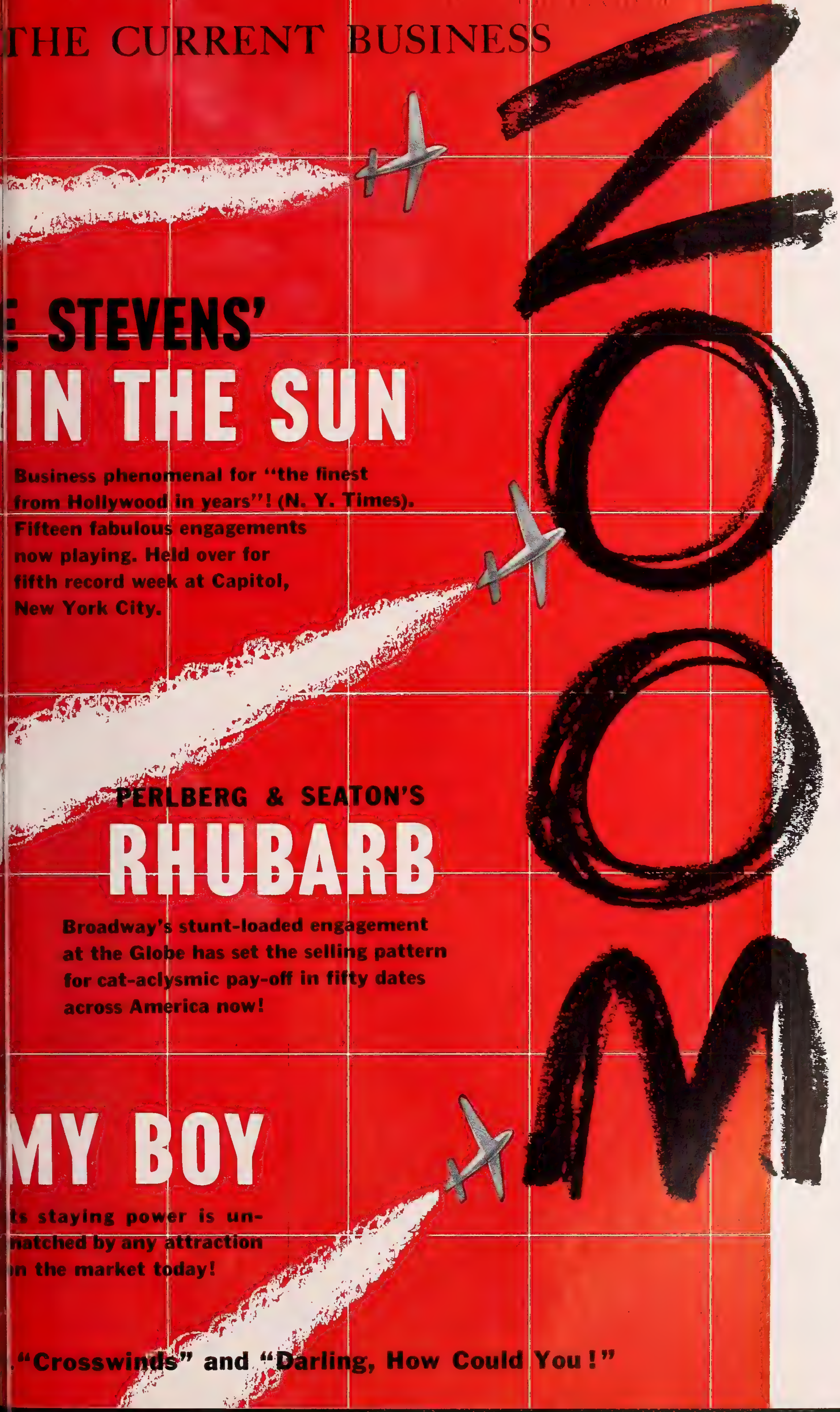
THAT'S

Biggest Martin & Lewi hit of them all. Opening top all their others—an

WATCH GROSSES ON THESE HITS ZOOM HIGH:

"Detective Story"—"When Worlds Collide"—"Submarine Comman

THE CURRENT BUSINESS



E STEVENS'
IN THE SUN

Business phenomenal for "the finest from Hollywood in years"! (N. Y. Times). Fifteen fabulous engagements now playing. Held over for fifth record week at Capitol, New York City.

PERLBERG & SEATON'S
RHUBARB

Broadway's stunt-loaded engagement at the Globe has set the selling pattern for cat-aclysmic pay-off in fifty dates across America now!

MY BOY

ts staying power is unmatched by any attraction n the market today!

."Crosswinds" and "Darling, How Could You!"

George Stevens' Production of "A Place In the Sun" starring Montgomery Clift Elizabeth Taylor Shelley Winters with Keefe Brasselle Produced and Directed by George Stevens Screenplay by Michael Wilson and Harry Brown Based on the novel, An American Tragedy, by Theodore Dreiser and the Patrick Kearney play adapted from the novel

☆

Frank Capra's "Here Comes the Groom" starring Bing Crosby Jane Wyman • Alexis Smith • Franchot Tone James Barton with Robert Keith and introducing Anna Maria Alberghetti Produced and Directed by Frank Capra Associate Producer—Irving Asher Screenplay by Virginia Van Upp, Liam O'Brien and Miles Connolly Story by Robert Riskin and Liam O'Brien

☆

A Perlberg-Seaton Production "Rhubarb" starring Ray Milland and Jan Sterling with Gene Lockhart and Rhubarb • Produced by William Perlberg and George Seaton Directed by Arthur Lubin • Screenplay by Dorothy Reid and Francis Cockrell Based on the Novel by H. Allen Smith

☆

Hal Wallis' Production "That's My Boy" starring Dean Martin and Jerry Lewis and co-starring Ruth Hussey Marion Marshall Polly Bergen with Hugh Sanders • John McIntire • Tom Harmon and introducing Eddie Mayehoff Directed by Hal Walker Associate Producer, Story and Screenplay, Cy Howard

Paramount Pictures

McCarthy

(*Continued from page 1*)

response of MPEA member companies varied, explaining that the pact would mean a "certain leveling off" for some companies having favorable tie-ups in Spain, while it would improve the position of other companies apparently not being favored.

The importance of the proposed agreement, according to the MPEA executive, would be that "it would regularize our position there," under terms which would substitute the present practice of Spanish producers furnishing import permits for a price to the Spanish government which would handle all import permits, including dubbing.

The pact which will be more fully explained at another MPEA meeting this week would become effective in November. Detailed terms of the agreement, it was stated, will be made public following MPEA board action. It was made known however, that under its terms U. S. companies would agree on blocked funds which would be remitted by compensatory deals similar to stipulations held in other countries.

McCarthy again emphasized the feeling of goodwill towards American motion pictures he encountered during his recent 10-week tour of England and the Continent, especially at the Venice Film Festival.

Explained More Fully

He also explained more fully his prediction that under the new Anglo-American film pact, dollar remittances from England might total between $25,000,000 and $27,000,000. The basic agreement calls for remittances of $17,000,000, plus a 33 1/3 per cent bonus of $4,000,000 if production continues on the same level, in addition to $4,000,000 to $6,000,000 under the Eady plan, it was explained.

Negotiations for a new pact with France will be started several months before June 30, when the agreement expires, McCarthy stated. When the MPEA post in Paris, vacated since the resignation of Gerald M. Mayer, is filled, Eugene VanDee, special assistant in Paris, will be transferred to a new MPEA office in Rome, it was stated.

Turning to the recently-concluded Italian agreement, McCarthy said the Italians are going to make every effort to pay back the substantial American loan granted to establish an organization to promote Italian product abroad.

Explaining why his organization joined the International Film Producers Association, McCarthy said it was better to be on the "inside" formulating policy. He pointed to one result, his recommendation to limit the number of international film festivals to one per year was taken up by the IFPA. The international producers association, it was reminded, has asked the French and Italian governments to get together and decide on one film festival in 1952.

McCarthy plans to leave here for Washington today to confer with officials of the advisory committee on films for the State Department.

Francis Anderson Named

BUFFALO, Sept. 23.—Francis Anderson has been named city manager for United Paramount Theatres in Rochester, where the company operates the Paramount and the Regent.

Reviews

"Detective Story"

(*Paramount*)

THE EXHIBITOR who may be unfamiliar with the successful Sidney Kingsley stage play on which this picture is based, is entitled to know at once that William Wyler's production is not, by any stretch of the imagination, a detective story in the popular meaning of that term. By the same token, every exhibitor's customer should be apprised as soon as possible of the nature of this film, so that those who might logically expect it to be what it is not won't remain misled by the title. No showman worth his salt will allow his patrons to believe "Detective Story" will be a cops-and-robbers melodrama of the kind that is so dear to the hearts of "whodunit" fans.

Magnificently acted by a brilliant cast of 21, headed by Kirk Douglas, Eleanor Parker, William Bendix and Lee Grant, "Detective Story" holds the weaknesses of flesh and soul to the merciless light of society's mores. On the stage, Kingsley's play dealt quite frankly with abortion and the mental torment undergone by a self-righteous, almost sadistic police detective when he is confronted with the evidence that his lovely wife was not "pure" before her marriage. In Wyler's frank and superbly dynamic and probing motion picture there is no mention of "abortion" and "abortionist," although the skirting, yet bold, screenplay by Philip Yordan and Robert Wyler leaves little doubt that the crime and the criminal are present. And where the stage production left no doubt that the detective's wife had used the services of an abortionist before her marriage, the film gives the impression that she had had a stillborn child, and that the birth was supervised by a discredited physician—probably an abortionist. It goes without saying that "Detective Story" is a film for adults only.

Performances that will be long remembered for their poignancy and conviction are given by Douglas and the beautiful Miss Parker under Wyler's masterly direction and against the drab appointments and nervous excitement of a city police station. The picture is completely without background music, thus leaving the achievement of dramatic wallop solely up to the dialogue. The impact upon audiences will be profound, indeed, when the detective, a man haunted by the memory of a hated father, is made to realize that his wife was the mistress of a petty racketeer and had their child with the aid of a discredited doctor whom Douglas had tracked down with bitter fury. The hopelessness and torture so beautifully displayed by Miss Parker as she watches Douglas' fury and torment bludgeon their love into nothingness embody a performance of Academy Award stature. This picture has much to say about the special context in which society judges the errors of women.

Bendix shines as a soft-hearted detective and Miss Grant, in a dead-pan caricature of a neurotic shoplifter, underscores with incisive snatches of dialogue the hopelessness that follows the story. Horace McMahon is splendid as a stern police lieutenant, and so are Bert Freed, Frank Faylen, Bill Phillips, Grandon Rhodes, Cathy O'Donnell, George MacReady, Gerald Mohr and the many others in the cast. Robert Wyler and Lester Koenig were associate producers.

Running time, 103 minutes. Adult audience classification. For November release.

CHARLES L. FRANKE

"Adventures of Captain Fabian"

(*Republic*)

"CAPTAIN FABIAN" is a fable written by Errol Flynn, who is also Captain Fabian in the film. Effectively produced by William Marshall and convincingly directed by him, Republic presents this lavishly staged period tale of New Orleans in the days of the Civil War as one of its kick-off pieces for the industry's "Movietime U.S.A."

There are some good merchandising names to promote interest, including, besides Flynn, Micheline Prelle, Vincent Price and Agnes Moorehead, to mention but a few. And once that interest has been promoted to the point of a ticket purchase, most patrons will witness a pretty good piece of entertainment—on the adult side. It was made in France and was dubbed in English, but in such an expert manner that it is hardly discernible.

Into his tale Flynn wrote the most substantial part not for himself, but for Miss Prelle, who appears to be principally concerned with amorous adventures. The Captain himself has quite a few adventures of romance, all in and around colorful New Orleans. Miss Prelle is seen as the familiar Southern Jezebel, a beautiful gal who is driven by a blind ambition to become a lady of quality. Her hope is to marry wealthy Vincent Price, an amoral weakling, and even after he is instrumental in having her tried for a murder, Miss Prelle continues to scheme to become his wife. Flynn, as a robust sea captain with an eye for the ladies, arranges for Miss Prelle's acquittal at the murder trial, and then sets her up in business as a tavern keeper. The only reward he seeks is her affections, but Miss Prelle dreams of a loftier estate. Her chance comes when she witnesses Price kill his uncle in a fit of rage. She blackmails the scoundrel into marriage. Her goal achieved, Miss Prelle is still unhappy and realizes that what she wants is Flynn, not money. To throw suspicion from himself and at the same time get revenge on Flynn, Price pins his uncle's murder on the captain. The principal action in the production arrives at the climax when a mob sets out to hang Flynn, incited by Price. In the following turmoil both Price and Miss Prelle are killed and Flynn leaves the scene a free man.

Others in the cast are Victor Francen, Jim Gerald, Helena Manson, Howard Vernon, Roger Blin, Valentine Camax, Georges Plateau, Zanie Campan, Reggie Nalder, Charles Fawcett, Aubrey Bower.

Running time, 100 minutes. Adult audience classification. Release date, Oct. 6.

U.S. Names 12

(*Continued from page 1*)

of the committee will take place here tomorrow.

Members of the Advisory Committee include Ned E. Depinet, president of RKO Pictures and the Council of Motion Picture Organizations; John G. McCarthy, vice-president of the Motion Picture Association of America; Y. Frank Freeman, vice-president of Paramount Pictures and chairman of the board of the Association of Motion Picture Producers; Gunther R. Lessing, chairman of the board of the Society of Motion Picture Producers; Frank Capra, representing the Motion Picture Industry Council, and Edmund Reek, vice-president of Movietone News, Inc.

Also: Gordon Biggar, president of the Industrial Audio-Visual Association; Joseph J. McPherson, executive secretary of the National Educational Association's department of audio-visual instruction; Peter J. Mooney, president of the Non-Theatrical Film Producers Association, Inc.; Ralph W. Steetle, executive director of the Joint Committee on Educational Television; Donald K. White, executive vice-president of the National Audio-visual Association, and Walter A. Wittich, director of the University of Wisconsin's Bureau of Visual Instruction.

The film panel is one of six special panels on different media, set up to work with the U. S. Advisory Commission on Information. The latter group was created by Congress to guide the Department on all phases of the "Voice" program. A member of the Commission serves as chairman of each special media committee. Chairman of the film panel will be Dr. Mark A. May, director of Yale's Institute of Human Relations.

U. S. Interested

(*Continued from page 1*)

and American Broadcasting Co., a top department official declared.

He said that whether the Department appeared merely as an observer or as an opponent would depend on how a pending D. of J. investigation of the merger turns out. "But we'll definitely appear one way or the other," he said. He added that the Justice investigation had not been undertaken at the FCC's request but that "we just have to investigate any merger involving two such large companies, especially when both have previously been involved in government anti-trust suits." The spokesman refused to speculate when the Department's investigation of this question might be finished or how it might turn out.

Several Ill. Theatres Reopening This Week

CHICAGO, Sept. 23. — The North Center Theatre here, recently closed for several weeks by a labor dispute over the dismissal of a stage hand, reopened Friday, having made an agreement with the stage hands' union to employ a man on a half-time basis. Also reopening is the Avon, one of the four houses closed last spring by Arthur and Emil Stern. Other houses scheduled to reopen within the next few days are the Branat, Harvey, Ill. to be operated by Duke Shumow; the Town, Cicero, Ill.; the Norwal; and the Lindy of Ogden Avenue.

4,000 Will Get Free Chest X-Rays Here

Approximately 4,000 employes representing every segment of the entertainment industry here will be chest x-rayed free-of-charge today and tomorrow from 10:00 A.M. to 6:00 P.M., when the Will Rogers Memorial Hospital launches its annual mass chest x-ray and health education program.

This mass x-ray is being inaugurated by the Variety Clubs-Will Rogers Memorial Hospital in cooperation with the New York's Department of Health. The x-rays will be taken in the Hotel Astor, where the Theatre Owners of America is holding its annual convention.

'Life' Article Pops Up in Sutphen Case

WASHINGTON, Sept. 23—The *Life* article on the film industry has now turned up—of all places—in a brief filed with the U. S. Supreme Court.

The article was cited in a brief filed over the weekend by Sutphen Estates, which owns the property on which the Hollywood Theatre is located in New York, and has a 98-year lease with the Stanley Mark Strand Corp., the lease now being fully guaranteed by Warner Brothers. Under the consent decree, the lease would be guaranteed only by the new Warner Theatre Company, and Sutphen argues it should get a guarantee both from the new theatre company and the new Warner picture company.

When the New York Statutory Court refused to permit it to intervene in the Warner decree proceedings, Sutphen appealed to the U. S. Supreme Court, and the Supreme Court agreed to hear the appeal. Argument is tentatively scheduled for Oct. 10 or 11, with each side limited to 30 minutes. The Justice Department has asked the high court to affirm the New York court decision, while Warner has asked that the appeal be dismissed.

Arguing that the present consent decree judgment deprives it of its property rights without due process of law, the Sutphen brief declared that the guaranty of the contract by the new WB theatre company alone is not adequate. "One is not compensated for property taken by having restored half or less than half its value," Sutphen declared. To back up this statement, the brief quotes the *Life* article that 40 per cent to 90 per cent of the nation's theatres will probably close in the next five to seven years.

The inference which the Justices are supposed to draw is that the guaranty by the theatre company may not be worth as much in future years as it is now.

Allied of Michigan To Meet Dec. 3-5

DETROIT, Sept. 23—The Allied Theatres of Michigan convention which was supposed to have been held Sept. 26 and 27 has been postponed until Dec. 3-5. The convention will be held at the Hotel Book-Cadillac.

EXHIBITORS AND EXHIBIT SPACE AT TOA HOTEL ASTOR TRADE SHOW

THE following companies and organizations have exhibit space at the equipment and trade show in the Grand Ballroom and adjoining Coral Room of the Hotel Astor, in connection with the annual convention of Theatre Owners of America at the hotel, opening today and continuing through Thursday. There are 113 *exhibit booths. Booth numbers of individual exhibitors are shown below.*

ABC VENDING CORP., Booths 50-51; AHRENS MANUFACTURING CO., Booth 105; ALEXANDER FILM CO., Booth 78; AMERICAN CHICLE CO., Booth 68; AMERICAN ELECTROAIRE, Booth 73; AMERICAN SEATING CO., Booth 62; AUTOMATIC PRODUCTS CO., Booth 100; BEECH NUT PACKING CO., Booth 74; BLUM'S, INC., Booth 87; CADBURY-FRY, Booth 17; CHARMS SALES CO., Booth 103; CONFECTION CABINET CORP., Booth 19; COCA-COLA, Booths 80, 82, 91, 93; C. J. CRETORS & CO., Booth 46; DRAKE AMERICA CORP., Booth 98; EASTMAN KODAK, Booth 97; GENERAL REGISTER CORP., Booth 63.

GENERAL PRECISION LABORATORY, Booth 65; GLOBE TICKET AGENCY, Booth 88; HALLMARK PROD., Booth 25; HERSHEY CHOCOLATE CORP., Booth 52A; HENRY HEIDE, INC., Booth 48; CHARLES E. HIRES CO., Booth 24; HOLLYWOOD CANDY CO., Booth 99; JOS. HORNSTEIN, INC., Booth 52; INTERNATIONAL TICKET CO., Booth 108; LIFE SAVERS CORP., Booth 54; LILY CUP CORP., Booth 71; LYON INDUSTRIES, Booth 109; MAJESTIC ENTERPRISES, INC., ½ Booth 55; MANLEY, INC., Booths 95 and 96; MARS, INC., Booth 56; MASON, AU & MAGENHEIMER CONF. CO., Booth 107; MINIATURE TRAIN CO., Booth 27.

MISSION DRY CORP., Booth 60; MOHAWK CARPET CO., Booth 79; MOSLER SAFE CO., Booth 49; NATIONAL THEATRE SUPPLY, Booth 64; NESTLE'S CHOCOLATE CO., Booth 77; NORPAT SALES, INC., ½ Booth 55; ORANGE-CRUSH CO., Booth 67; PARAMOUNT PICTURES, Booths 57, 58, 75, 76; PEPSI-COLA CO., Booths 1-16; PETER PAUL, INC., Booth 59; PURITY PRETZEL CO., Booth 45; QUAKER CITY CHOCOLATE CO., Booth 111; RADIO CORP. OF AMERICA, RCA DIV.; Booths 84, 85, 86; REX SPECIALTY BAG CORP., Booth 47.

THOMAS D. RICHARDSON CO., Booth 44; SELMIX DISPENSER, INC., Booths 20, 21; SERO SYRUP CO., Booth 89; ALEXANDER SMITH, Booth 66; SPACARB, INC., Booth 26; STREUBER & LA CHICOTTE, Booths 112, 113; SWITZER'S LICORICE CO., Booth 104; SUPERDISPLAY, INC., Booth 18; TESMA, Booth 69; THEATRE CANDY CO., Booths 22, 23; THEATRE SEAT SERVICE CO., Booth 94; WESTINGHOUSE ELECTRIC CO., Booth 106; WM., WRIGLEY JR. CO., Booth 53; FEDERAL QUALITY CORP., Booth 70; NU SCREEN CORP., Booth 90; TRADIO VISION; Booth 83.

In registration area: The City of New York Office of Civil Defense Council of Motion Pictures Organizations, United Nations, Variety Clubs Will Rogers Memorial Hospital.

$22,000 for 'Leathernecks'

Edmund Grainger's "Flying Leathernecks," in its first two days and premiere performance at the New York Paramount took in over $22,000, to become the highest grossing RKO Radio picture ever to play the house, RKO reports.

TOA Convention

(Continued from page 1)

lighted by the election of officers for the 1951-52 year at a meeting this morning of the TOA executive board, which will open the doors to all registered members of the exhibitor organization in order to get the widest possible expression of opinion on nominations, Fabian said.

The official nominating committee named by Walter Reade, Jr., chairman of the TOA executive committee, met here yesterday afternoon to draw up a slate of candidates for the consideration of the board today.

Fabian said at the weekend that the aim of the convention committee has been to produce a "real working convention that will get down to the guts of the problems facing exhibition."

Fabian, who apart from being president of Fabian Theatres is chairman of the National Exhibitors Television Committee, said "the statesman-like way in which we handle television starting immediately and during the next five years will determine our future for many years to come." The convention, he added, will take into consideration that this involves better theatres, better equipment, equipment upkeep, better and new methods of advertising. Each of these issues, he said, "are collateral to the main issue, namely, how are we going to handle theatre business in relation to home television and the new method which can be of tremendous value—theatre television."

The convention will be "a great success," Fabian maintained, if it can come up with even only a few answers to the question of television.

This afternoon at two o'clock the convention will open officially with a report by Samuel Pinanski, who is completing his second successive year as TOA president. The initial business session also will hear the keynote speaker, Alfred V. Starr of Nashville, Tenn. Every registered member of TOA will be appointed today to one of 12 committees which will meet all day tomorrow. Fabian said a complete folio of the reports of these committees will be handed to every registered TOA member at 10 A.M. Wednesday.

The committees and their chairmen are: Theatre TV, Mitchell Wolfson; distributor-exhibitor relations, Walter Reade, Jr.; public relations, Earl J. Hudson; national legislation, A. Julian Brylawski; states and local legislation, Morris Loewenstein; 16mm., Sam B. Kirby; concessions, Harold Fitzgerald; building and safety codes, Henry Anderson; legal advisory council, Herman M. Levy; theatre equipment and maintenance, Joseph J. Zaro; "Movietime U. S. A.," Samuel Pinanski, and drive-ins, Jack Braunagel.

Fabian pointed out that the trade show which will be held in conjunction with the convention is the first such exhibit to appear in New York City since 1911. He said Allied Theatre Owners of New Jersey and other exhibitor organizations have indicated that their members will attend the trade show.

Speakers during the convention will include Ned E. Depinet, president of the Council of Motion Picture Organizations, who will discuss COMPO and "Movietime;" Barney Balaban, who will be the spokesman for the presidents of the film companies at the Presidents' Banquet on Thursday evening, and actress Olivia DeHaviland, who has accepted an invitation to attend the same banquet. Harry Brandt, ITOA president; Edward Rugoff, MMPTA president, and Fred W. Schwartz, New York Variety Club chief barker, will welcome the convention with addresses at a luncheon tomorow. The luncheon will be given by the Organization of the Motion Picture Industry of the City of New York, and will be under the chairmanship of Samuel Rosen. A response will be made in behalf of TOA by Robert Wilby.

Paralleling the regular convention activities will be a number of special events for the wives of the delegates, including shows, broadcasts and parties.

Fabian said Nathan D. Golden, chief of the film division of the Department of Commerce, will be present at the convention tomorrow to answer questions on theatre equipment and building controls.

The chief executives of all the film companies will attend the presidents' banquet, Fabian said.

Coming Events

Sept. 24—"Movietime U. S. A." nationwide radio broadcast, "Salute to the Industry."

Sept. 24-27 — Theatre Owners of America annual convention and trade show, Hotel Astor, New York.

Sept. 24-26 — Motion Picture Industry Council of Canada annual meeting, Mount Royal Hotel, Montreal.

Sept. 26—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Oct. 1—"Movietime U. S. A." newspaper advertising kick-off.

Oct. 4-6 — Paramount divisional sales meeting, Boston.

Oct. 5-7—Colosseum of Motion Picture Salesmen convention, Sheraton Hotel, St. Louis.

Oct. 6-8 — Paramount divisional sales meeting, Philadelphia.

Oct. 8-11 — "Movietime U. S. A." industry personalities' meetings with 48 governors in state capitals.

Oct. 9—Organization of the Motion Picture Industry of the City of New York "Movietime U. S. A." luncheon to New York civic leaders, Hotel Waldorf-Astoria, New York.

Oct. 11-13—Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers' Association joint convention, Ambassador Hotel, Los Angeles.

THE FLAMING LOVES...
THE FIGHTING FURY

...of a

swashbuckling

captain

of a crew

of rogues!

ERR

THE SCREEN'

ADVENTURES OF

Screen Play by **ERROL FLYNN** ·

A REPUBLIC

REPUBLIC PICTURES CORPORATIO

HERBERT J. YATES presents
A WILLIAM MARSHALL production
starring

OL FLYNN · MICHELINE PRELLE

GREATEST ROMANTIC STAR

THE BEAUTIFUL TALENTED INTERNATIONAL STAR

with **VINCENT PRICE · AGNES MOOREHEAD**

VICTOR FRANCEN

CAPTAIN FABIAN

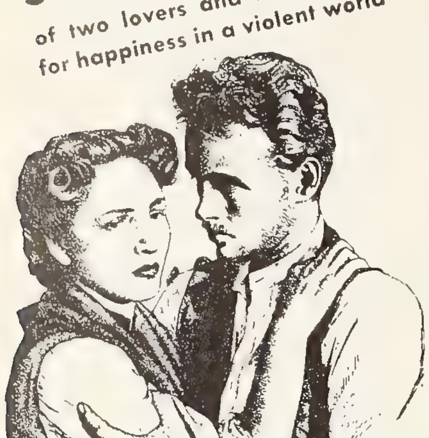
Produced and Directed by **WILLIAM MARSHALL**

PRESENTATION

HERBERT J. YATES, PRESIDENT

FROM THE SAME DISTRIBUTORS OF "BITTER RICE"

Another Screen epic
of two lovers and their search for happiness in a violent world



Advance Magazine Reviews...

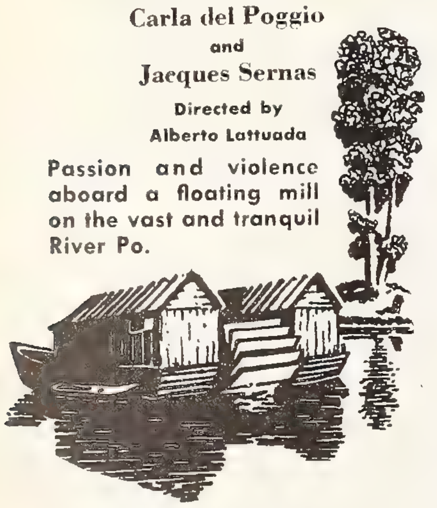
"Stirring and beautiful Italian movie about star crossed lovers in a changing world."
—WOMAN'S HOME COMPANION—

"This is a starkly poetic film about the people on the Po River Valley in North Italy. Fashioned from Riccardo Bacchelli's novel, the story tells of a couple of lovers, the boy from a family of farmers, the girl from a clan of millers . . . . The epic movie has many moments of unforgettable beauty and is in the powerful Italian tradition."—SEVENTEEN—

MILL on the PO

STARRING
Carla del Poggio
and
Jaeques Sernas
Directed by
Alberto Lattuada

Passion and violence aboard a floating mill on the vast and tranquil River Po.



A LUX FILM
American Premiere Soon
LUX FILM DISTRIBUTING CORP.
1501 Broadway, New York City

Industry Failed on Tax Bill Protest, Myers Says

WASHINGTON, Sept. 23.—The film industry made a "miserable showing" in its attempts to generate pressure on the Senate Finance committee in connection with the pending tax bill, according to Abram F. Myers, general counsel of Allied States and tax expert for the Council of Motion Picture Organizations.

In contrast with the 1950 campaign to repeal the admissions tax, when "Congress was flooded with millions of petitions signed by theatre-goers and many thousands of letters and telegrams written by members of the industry, their friends and employes," only 1,291 letters and telegrams were sent to the Senate Finance committee this year, Myers said. He added that this was the total reported to his office—others might have been written and not reported.

Myers admitted the industry this year had less time nevertheless to organize, but said "This was a miserable showing. We were informed by one clerk on Capitol Hill, probably with some exaggeration, 'You movie folks were out-lettered this time 100 to 1.' "

Despite this poor showing, Myers said, the Senate bill's provisions on the admissions tax do afford "the theatres substantial protection against unfair competition." He indicated he hoped the industry would make a better showing in urging House-Senate conferees to stand by the Senate provisions, rather than the damaging provisions in the House bill.

Myers made his comments in a detailed analysis of the Senate bill, going out to Allied members. Repeating his statement of yesterday that his formal report to COMPO president Ned Depinet would urge a campaign to end the admissions tax, Myers said that "before such a campaign is launched, the industry will have to be competently mobilized for the effort. It will have to be instructed and disciplined in the techniques of cooperation. Pledges of cooperation and support will have to be obtained from all industry members, from top to bottom."

In his analysis of the bill, Myers pointed out that the Senate version eliminates "the most serious aspect" of the House bill, in that no exhibition of motion pictures would be tax-free under the Senate measure, no matter who presents them."

Notre Dame Games On Theatre Video

The University of Notre Dame has agreed to theatre television some of its home football games this fall, the Reverend John J. Cavanaugh, president of Notre Dame, announced at the weekend. The theatre television experiment is to be conducted as part of the NCAA experiment in controlled television. The games available for theatres are the Notre Dame-Indiana, Notre Dame-Purdue and the Notre Dame-Iowa games on Sept. 29, Oct. 27 and Nov. 27, respectively. Father Cavanaugh pointed out that Notre Dame was also participating in broadcast television and that the Southern Methodist-Notre Dame game on Oct. 13th would be broadcast over home television.

Newspaper Ad Plan

(Continued from page 1)

scheduled, while in cities under 100,000 population the papers will carry a half-page advertisement.

Donahue & Coe, the agency handling the advertising, has issued print orders to all newspapers to begin publication of the advertising on Oct. 1, but publishers have been authorized to alter the publication date of individual ads on the request of "Movietime" chairmen of their respective areas. It is up to the chairmen to decide if different dates would better serve local needs.

500 Launch 'Movietime' Drive For Utah-Idaho-Montana Area

SALT LAKE CITY, Sept. 23.—More than 500 exhibitors, branch managers, salesmen and representatives of press and radio gathered at the Uptown Theatre here on Friday to kick-off the "Movietime U.S.A." campaign for the Utah-Idaho-Montana territory. Ralph L. Trathen, chairman of the general committee, presided. Leonard Spielgass, vice-president of the Screen Writers' Guild, was the principal speaker.

Map Routes for Tours of Hollywood Personalities

HOLLYWOOD, Sept. 23. — Robert J. O'Donnell, national director of "Movietime U. S. A.," and Arthur W. Mayer, executive vice-president of the Council of Motion Picture Organizations, returned here from San Francisco Friday for meetings with Samuel J. Briskin and Mort Blumenstock on final details of routing the 200 personalities who will take part in the "Movietime" campaign tours, starting Oct. 8.

O'Donnell and Mayer left San Francisco after meeting with the combined boards of directors of the California Theatres Association and the Independent Theatre Owners of California.

Conn. Meet Endorses 'Movietime,' Hits Distributor Price-Hikes

NEW HAVEN, Sept. 23.—At a general meeting of "Movietime U. S. A. for Connecticut" at the Hotel Taft here Friday it was voted to endorse "Movietime, U. S. A." enthusiastically but at the same time to condemn as unfair and unjust the policy of certain distributors to demand increased film rentals at the time of the launching of the "Movietime" project.

More than 75 state exhibitors and distributors were present at the meeting which resulted in the following committees for state activities: Steering Committee co-chairmen are Harry F. Shaw of Loews; Harry Feinstein of Warner Bros.; Maurice Bailey of Allied and Al Pickus of MPTO of Connecticut; publicity co-chairmen are Lou Brown of Loews; Jim Topham of Warner Bros. and Franklin Ferguson of the Daily Theatres; distributors committee co-chairmen are Ben Simon of Fox; Barney Pitkin of RKO and Phil Gravitz of M-G-M; Francis Murphy, publisher of the Hartford Times and John R. Reitemeyer, publisher of the Hartford Courant are co-chairmen of stars reception in Hartford on Governor's Day Oct. 8.

Pep Bout

(Continued from page 1)

vision announced at the weekend. This is the largest network of theatres and cities to witness an exclusive theatre TV event to date.

The new cities added to the network are: Minneapolis, Detroit and Binghamton, N. Y. The new theatres added to the network for the first time are: Michigan, Detroit; Radio City, Minneapolis; Capitol, Binghamton; and Stanley, Pittsburgh.

In addition to the above theatres, the following will carry the telecast: Pilgrim, Boston; Royal, Philadelphia; Century, Baltimore; Keith's, Washington; National, Richmond; Grand, Albany; Fulton, Pittsburgh; Palace, Cleveland; Tivoli, Uptown and Marbro, Chicago; and St. James, Asbury Park.

Fabian's Grand in Buffalo Sets $2.00 Fight TV Price

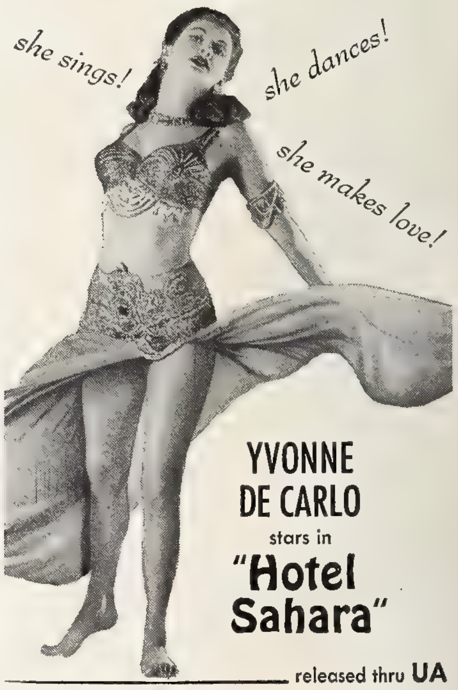
ALBANY, Sept. 23.—Fabian's Grand here advertised at week end $2.00 admission, tax included, for the Saddler-Pep telecast Wednesday, which will be in addition to the regular screen show. The price is the same as the 1550 seater charged for the Robinson-Turpin bout.

Saddler-Pep Bout TV At 3 Chi. Houses

CHICAGO, Sept. 23.—The West Side B. & K. Marbro theatre will show the Saddler-Pep fight over its newly-installed RCA large-screen TV set-up this coming Wednesday, as will the Tivoli and the North Side Uptown, but it will be passed up by the Downtown State Lake, which was invaded by a rioting crowd the night of the Robinson-Turpin fight.

Tickets will go on sale at all three theatres at 1:30 P.M. the day of the bout and ticket holders will be admitted starting at 5:30, after the theatres are cleared.

THIS IS A TEASER!


she sings!
she dances!
she makes love!

YVONNE DE CARLO
stars in
"Hotel Sahara"
released thru UA

FOR THE BEST SPECIAL TRAILERS
PRODUCED & DELIVERED IN
DOUBLE-QUICK TIME, Anywhere
SEND YOUR ORDER TO
FILMACK
WRITE - WIRE OR PHONE
630 Ninth Ave, New York, N. Y.
1327 S. Wabash Chicago, Illinois

She's got all Reno in an UPROAR!

'CAUSE SHE WANTS TO "DIVORCE" HER MOM AND POP!

So warm!
So surprising!
So richly entertaining!
...you'll mark it as one of the screen's most glorious events!

HER LAWYER
She hired him for $2.65 and he won't be fired!

HER GIRL-FRIEND
So confused she wants a lawyer too—for a husband!

"Reunion in Reno"

Starring **Mark STEVENS · Peggy DOW** *and* **Gigi PERREAU**

Not since Shirley Temple and Margaret O'Brien... such a captivating young star!

with **Frances DEE · Ray COLLINS · Leif ERICKSON**

Screenplay by HANS JACOBY and SHIRLEY WHITE · Directed by KURT NEUMANN · Produced by LEONARD GOLDSTEIN · A Universal-International Picture

FROM U-I... again hitting straight at the heart of the BOX-OFFICE... with the heart-story of the year!

TO T.O.A. DELEGATES:

Ask about the business he did with the Columbia combination of "M" and FIVE in his Troy, N.Y. Theatre.

P.S. Then ask him about "PICKUP" – his follow-up – another buck-catcher!

from Columbia!

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 60 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 25, 1951 TEN CENTS

Wolfson Heads TOA

Foreign Dept. Is Planned For SIMPP

The distribution committee of the Society of Independent Motion Picture Producers yesterday took at a meeting here what may be the the first step toward the establishment of a SIMPP foreign department.

The meeting, at which Ellis G. Arnall, SIMPP president, presided, set up a sub-committee of three headed by James Mulvey, president of Samuel Goldwyn Productions, which will study ways and means of increasing the foreign revenue of Society members. The group will decide whether a foreign department headed by a representative who would be stationed in Europe is the answer. The other two members of the subcommittee are George J. Schaefer and Edward Peskay.

(*Continued on page* 8)

Thalhimer Heads a Special COMPO Committee of TOA

A special committee of Theatre Owners of America leaders has been formed to bring to the organization's membership the facts about the Council of Motion Picture Organizations, it was revealed here yesterday following the first business session of the TOA convention at the Hotel Astor.

The committee, the function of

(*Continued on page* 3)

Praise Theatre TV Civil Defense Test

WASHINGTON, Sept. 24. — Civil Defense officials said they were getting "overwhelmingly favorable" response from the recent test of theatre television as a training medium, and

(*Continued on page* 3)

THE CROWDS ARE BACK, THANKS TO 20TH! Healthy, wealthy and widespread is the news of "A Millionaire for Christy" here jam-packing the Hippodrome Theatre in Cleveland as 200 day-and-dates match the premiere theatre's hot pace. *Advt.*

Trade Practices Keynote TOA Convention Opening

By SHERWIN KANE

Trade practices, particularly those concerned with the buying and selling of film, took the center of the stage at the opening session of Theatre Owners of America's annual convention at the Hotel Astor here yesterday.

Both in the keynote address for the convention, delivered by Alfred Starr of Nashville, and in the annual report of Sam Pinanski, retiring president of TOA, as well as in pointed allusions by other speakers at the opening session, trade practices received far greater emphasis than did television, including the theatre variety, which had been heralded in advance as the subject which probably would be of prime concern at the convention.

In the order in which they were placed by Starr in his keynote address, the following subjects were placed before the convention for attention:

1) Competitive bidding.

(*Continued on page* 8)

Palfreyman Rites In Angola, Ind.

ANGOLA, Ind., Sept. 24.—Services for David Palfreyman, 57, industry veteran and former director of trade relations of the Motion Picture Association of America, will be held here Wednesday at Klink Funeral Home. He died suddenly at his home here yesterday morning while asleep in a chair.

Palfreyman, who was in the industry over 35 years, resigned his MPAA post on June 7, 1949. He first became connected with the association as secretary and manager of the Detroit Film Board of Trade in 1924. In 1929 he went to New York to establish the theatre service department of the Motion Picture Producers and Distributors of America.

While with the Detroit Film Board, Palfreyman organized a voluntary un-

(*Continued on page* 8)

Charles Skouras Tops Board of Directors; Sullivan, Levy Are Reappointed to Posts

By CHARLES L. FRANKE

Mitchell Wolfson, head of Wometco Theatres, Miami, yesterday was elected president of the Theatre Owners of America at a TOA directors meeting which preceded the opening of the exhibitor organization's national convention at the Hotel Astor here. He will succeed Samuel Pinanski, head of New England Theatres, who has held the post for two successive one-year terms.

Charles P. Skouras, president of National Theatres, Los Angeles, was elected chairman of the organization's board of directors, to succeed Wolfson.

The directors' meeting, which apart from the elections heard S. H. Fabian, convention chairman, call for a convention that would give the accent to "work," and received reports from other TOA executives on arbitration, taxes and other business matters, also named the following officers for 1951-52:

National vice-presidents, John Rowley and Walter Reade, Jr.; secretary, Max Connett, Newton, Miss.; treas-

(*Continued on page* 10)

Wolfson, Skouras Set Progress Goal

The new chief executives of Theatre Owners of America, Mitchell Wolfson, president, and Charles Skouras, chairman of the board, called upon TOA membership yesterday for help in making their administration one of achievement and progress.

Introduced at the opening convention session following their election, both pledged themselves to do the best job of which they are capable but reminded the membership that real accomplishments would require their help and complete cooperation.

Both were introduced by Si Fabian, convention chairman, who admonished the delegates that they could best

(*Continued on page* 6)

It's Profit-Time, U. S. A. With Great Paramount Hits Like: PERLBERG AND SEATON'S RHUBARB the Millionaire Tomcat!

Personal Mention

JACK HARRIS, head film buyer for Walter Reade Theatres, returned here yesterday from Bermuda.

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ERNEST E. BLAKE, president and director of Kodak in London, ALFRED LANDUCCI, president and director of Kodak in France, HAROLD LLOYD, JOHN FARRON BROMFIELD, writer and actor, and his wife, CORINNE CALVET, JUDY CANOVA, and GREGORY RATOFF, producer, arrived here from Europe on the *S.S. Liberte* yesterday.

•

MRS. HENRY LAZARUS of Lazarus Theatres, Inc., New Orleans, and MRS. EDNA SHULLMAN, co-owner of the Bryan, Texas, theatres, are visiting in New York.

•

BERNARD ESTES, publicist, was released from Veterans' Hospital at Fort Hamilton yesterday after a successful bone operation.

•

RICHARD THORPE, director, and ROBERT TAYLOR have left London for Innsbruck, Austria, and will return to New York on Oct. 10.

•

VICTOR BLEDSOE, employee of the Falls City Theatre Equipment Co. in Louisville, and his wife announce the birth of a daughter.

•

HERB COPELAN has joined the booking department of Warner Brothers Theatres, New Haven.

•

BEN LORBER, head of Universal Pictures Insurance Department, has returned to New York from Hollywood.

•

PETER CUSICK, producer, arrived here from London yesterday.

William Levy Quits Disney Organization

William B. Levy has resigned as worldwide sales manager of Walt Disney Productions. At the request of Disney, however, he has agreed to continue his association with the organization in an advisory capacity. His old post has been eliminated.

Levy has been with the Disney organization since 1930, in various capacities here and abroad. Since 1945, he has been head of world sales for Disney product. He is resigning in order to devote full time to his personal interests, among which is the British publishing firm, Wilbank Publications, Ltd., of which he is managing director and principal stockholder. Mr. Levy plans to extend his publishing activities to the Western Hemisphere.

Avon 4 at Palace Again

The Avon Comedy Four, which played the New York Palace Theatre during its two-a-day heyday, will be revived by Joe Smith and Charlie Dale and presented as part of the all-star variety show supporting Judy Garland at the Palace beginning Tuesday, Oct. 16. They will be assisted by Alan Chester and Gene Arcade.

'Streetcar' Paces N. Y. First-Runs

"A Streetcar Named Desire" is pacing New York first-runs this week with a tremendous $85,000 forecast for its first week at the Warner Theatre where the film racked up a 16-year opening day record of $13,000.

There were other strong openings, too, but some box-offices appeared to be hit by good weekend weather, the baseball pennant race and the fall season bow of the legitimate stage.

Strong opening stanzas are expected for "The Day the Earth Stood Still" at the Mayfair where $46,000 is seen and for "Here Comes the Groom" at the Astor where a good $39,000 is forecast. "Flying Leathernecks" at the Paramount, plus Louis Prima and his band on stage, is due to hit a solid $92,000 for its first week, while the opening stanza of "No Highway in the Sky," augmented by the Latin Quarter Revue at the Roxy is forecast to hit a fairly nice $80,000.

Still doing very well with an estimated $115,000 for the second week is "Captain Horatio Hornblower" at Radio City Music Hall, which also features a top stage show. Holding up well with $45,000 estimated for its sixth week is "David and Bathsheba" at the Rivoli.

Although "A Place in the Sun" is dropping at the Capitol, a pretty good $50,000 is seen for its fourth week. A sharp box-office drop for "Saturday's Hero" at the Victoria is in the offing, with $16,000 due for its second week after a smash opening stanza of about $35,000.

"Alice in Wonderland" will finally bow out of the Criterion Saturday, marking the first time in the history of the theatre that a feature has been kept for nine weeks. The final week's business is estimated at a fair $12,000. "The Magic Face" is the next attraction there.

A moderately good $15,000, aided by tonight's special preview of "The Well," is forecast for the third and final week of "The People Against O'Hara" at Loew's State. Not doing too badly, but dropping, is "Rhubarb" at the Globe with $13,500 estimated for a fourth week.

Holding up strong is "Oliver Twist" at the Park Avenue where an estimated $11,500 is seen for the eighth week. The marathon run of "The Tales of Hoffman" at the Bijou still draws the customers. There, a very good $11,000 is forecast for the 25th week. Doing exceptionally well is "The River" with $15,000 seen for its second week.

A bit disappointing $6,500 is seen for the third week of "The Medium" at the Sutton compared to the second week's gross of $10,500. The first week's gross of "Mr. Peek-A-Boo" at the Trans-Lux 60th Street is due to hit an all-right $7,800, while at the Trans-Lux 52nd Street "Kind Lady" is holding up fairly well with $5,800 forecast for the seventh week.

'Behave Yourself!' to Bow At Paramount Oct. 31

"Behave Yourself," a Jerry Wald-Norman Krasna production released by RKO Pictures, has been booked for New York's Paramount Theatre.

Hail Princess at Opening of 'Lady'

LONDON, Sept. 24.—The largest crowd since "V Day" waited hours to give Princess Elizabeth, and her husband, the Duke of Edinburgh, a wild though affectionate greeting at the opening of "The Lady with a Lamp" at the Warner Theatre Saturday night. The Herbert Wilcox production stars Anna Neagle and Michael Wilding.

Had Been Uncertainty

There had been uncertainty as to whether the Princess would attend in the light of King George's condition. The ovation reflected the nation's concern for the monarch. Tens of thousands waited outside throughout the performance to greet the princess again following the showing.

Proceeds of the showing at the 1,800-seat Warner Theatre and some 20 other openings occurring simultaneously in every capital city of the British Empire went to the Royal College of Nursing Educational Fund.

A television audience estimated around 5,000,000 viewed a 30-minute B.B.C. broadcast of the sidewalk highlights.

Holt Says Receipts Are Up 18 Per Cent

Domestic film grosses have increased 18 per cent in the past 60 days, and are holding at the new level, according to a survey made by Nat Holt, Paramount independent producer, in the course of visits to New York, Cleveland, Cincinnati and New Orleans.

Holt said that the feeling was general in the trade that the markedly improved business conditions everywhere may be traced in particular to the high quality level of pictures now being released by all companies.

Own Business Up

Holt pointed out that business on his own production, "Warpath," is running 21 per cent above that of his last film for Paramount, "The Great Missouri Raid," released several months ago. While in New York he delivered the first print of "Silver City" to the home office at a screening attended by sales executives and division managers.

Canadian Owners Move Against Bingo

TORONTO, Sept. 24.—The increasing number of bingo games throughout Ontario with their costly prizes has aroused action by the Motion Picture Theatres Association of Ontario. A special committee headed by Association president H. S. Mandell is preparing a report for consideration by the directors in October, later to be presented to the annual convention in Toronto, tentatively dated Oct. 31. As many as five automobiles have been presented at some bingo gatherings with attendance in the thousands.

H. C. D. Main will also report on television as it affects theatres.

OPS Decontrols Certain Services

Washington, Sept. 24 — Twenty-two different services, which have little effect on the cost of living or which cannot practicably be controlled, have been removed from price control, the Office of Price Stabilization announced today.

Among services exempted are those of managers of actors, actresses and athletes, labor relations and public relations counsellors and advertising agencies.

U. K. Trade Unions In Open Warfare

LONDON, Sept. 24.—Warfare has broken out between the industry's two largest trade unions, the National Association of Theatrical and Kine Employes, representing 75 per cent of the industry's payroll employes, and the Association of Cine and Allied Technicians, representing most of the remainder.

Evidences of ill-feeling between the two unions have been visible for some time. Open warfare was declared by Tom O'Brien of NATKE when ACT joined with British Equity at the Trades Union Congress recently in an effort to remove O'Brien from the general council. NATKE now is giving O'Brien authority to withdraw from any trade body with which ACT is associated. The ban will include bodies like the Joint Industrial Council and studio joint committees.

Criticism of ACT's non-cooperative attitude in negotiating with producers has been expressed recently by both Reginald Baker, president of the British Film Producers Association, and by J. Arthur Rank in his annual message to stockholders.

Morgan Jones, 72

Morgan Jones, 72, actor and make-up artist for several companies, died Friday at his home here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

GOOD HOUSEKEEPING for October, a colossal issue of 370 pages, carries a black-and-white page from Paramount and another from Warner Brothers, with M-G-M using its "Picture of the Month" opposite the table of contents. There are several movie tieups on other advertising pages. It's a lot of magazine for 35 cents. Newsstand prices are going up, according to *Tide*, the advertising trade journal. *Redbook* advanced its price to 35 cents in August without hurting newsstand sales, and *Parents' Magazine* will take the same step in November. Motion picture theatre managers have been advertising "No advance in admission prices since 1930."

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The Oct. 23 issue of *Look*, released on Oct. 9, has a six-page feature, with two pages in color, titled: "Who Says Hollywood Is Dying?" Discussed are current box-office hits and coming product. Gardner Cowles, publisher of *Look*, and actor George Murphy will talk about the feature story in a pooled news-reel to be released Oct. 8 in celebration of "Movietime U. S. A." and coinciding with the appearance of the magazine on the newsstands. The same issue contains a piece of *Look*'s men's wear editor on the possibility of fashions inspired by the 20th Century-Fox film "The Day the Earth Stood Still."

•

Four pre-release premiere engagements of "An American in Paris" in as many cities have been scheduled in Loew's theatres, starting today, to mark the birthday of George Gershwin, whose music furnishes the background for the M-G-M Technicolor musical. The four openings will be at the Victory theatre, Evansville, Ind., Stillman Theatre, Cleveland, Loew's State, New Orleans, and Loew's Warfield, San Francisco. The picture follows the current attraction at Radio City Music Hall in New York. Extensive radio and newspaper campaigns will herald the opening in each city, with the advertising budgets far and away above the general average. M-G-M is sending out special art layouts for newspapers, and a 16-page "Facts" booklet for editors. Pat Smith, former Adrian model, will go on tour for the picture as a pre-selling factor. Leslie Caron, who appears opposite Gene Kelly in the film, will visit San Francisco for press and radio interviews in cooperation with the French Consulate as a gesture of good will to the French Government and the 2,000th birthday of Paris.

•

The greatest outdoor advertising campaign in Midwest history, employing 147 24-sheet posters, plus an equal number of six-sheets, backed the opening of "Behave Yourself" in Kansas City, where the picture drew the largest crowds of the year. During the past month, the "Honeymoon House" set, from the studio, has been on display at Macy's department store in that city, as a pre-selling stunt for "Behave Yourself." The store has carried full-page newspaper ads to announce their scoop in having possession of the studio set, direct from Hollywood.

WALTER BROOKS

Review

"The Sea Hornet"

(*Republic*)

A SEA-DIVING adventure story, "The Sea Hornet" has been made along standard lines to meet the requirements of its class. The hard-hitting role portrayed by Rod Cameron is the picture's main asset. Others in supporting roles are Adele Mara, Adrian Booth and Chill Wills.

The action gets underway when Cameron's partner, James Brown, is lured away by Miss Mara to blow up some old underwater wreck. Brown gets killed on the job and immediately Cameron suspects dirty work. His investigations that follow are marked with danger and intrigue of a formula nature. It develops that the sunken ship contains a gold treasure as well as the skeleton of its former skipper, who was murdered. Naturally when Brown dived to the ship and learned these facts he had to be killed. Jim Davis turns out to be the villainous mastermind, and what ensues is a nip-and-tuck battle between him and Cameron. Among the picture's highlights are the underwater plunges with all the attendant dangers. The two women who cross Cameron's path are Miss Mara and Miss Booth. The former Cameron suspects of complicity in the skulduggery but she turns out to be honest and genuine; the latter Cameron doesn't even think of suspecting, but she turns out to be at the very heart of the sordid doings. From this knowledge it is easy to see which girl Cameron favors in the happy ending.

A Herbert J. Yates presentation, it was directed by Joseph Kane who also was associate producer. Gerald Drayson Adams did the screenplay. Running time, 84 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Cal. Groups Endorse 'Movietime, U.S.A.'

SAN FRANCISCO, Sept. 24. — The board of directors of the California Theaters Association passed a resolution today endorsing the purposes of "Movietime, U. S. A." and will urge members to participate therein, it was announced by president L. S. Hamm.

A committee to coordinate cooperation with "Movietime" activities was formed consisting of Graham Kislingbury, San Francisco district manager of North Coast Theaters, chairman; Nate Blumenfeld, Blumenfeld Theaters; Roy Cooper, Golden State Theaters; Irving Levin, San Francisco Theaters, Inc.

Ben Levin, president of Independent Theatre Owners of Northern California and Nevada, today said the following resolution was passed at a directors meeting: "The ITO of Northern California and Nevada approves of "Movietime, U. S. A." in principle and feels that all advertising of a favorable nature at this particular time is a good stimulant for our business. We contend however that any campaign which involves the entire industry must have the wholehearted support of every branch. Unfortunately, many major distributors are obstructing the successs of "Movietime" by new higher demands for films and unusual influx pictures at raised admission prices which automatically keep them out of the normal flow of regular release at a time when we need these pictures most. As long as these conditions continue to exist this association cannot recommend full participation in "Movietime."

SLC Kicks-off Drive For 'Movietime'

SALT LAKE CITY, Sept. 24—More than 300 exhibitors, distributors and other motion picture personnel attended a kick-off meeting for "Movietime U. S. A." in the Uptown Theatre here.

Drive-ins in Albany Aid 'Movietime'

ALBANY, Sept. 24. — Purchase by drive-in operators of "Movietime U. S. A." shares apparently indicates they are taking a long range view, because this promotion is breaking about the time most drive-ins are closing," commented Harry Lamont, co-chairman for the Albany exchange district, at a regional "Movietime" meeting at the Ten Eyck Hotel here today.

Thalhimer Heads

(*Continued from page 1*)

which will be primarily "educational," is headed by Morton G. Thalhimer, a member of the TOA executive committee and an ardent supporter of COMPO. The group is understood to have some eight members, two of whom are S. H. Fabian of New York and Robert B. Wilby of Atlanta.

Appointed at a special pre-convention meeting of the TOA directors on Sunday, the COMPO committee apparently will operate behind-the-scenes. Its existence was not made known officially, and its establishment was entirely apart from the activities of the convention.

A top TOA spokesman pointed out that "all TOA regionals are in COMPO now," but, he added, it will be necessary to keep them informed of what COMPO is doing in such spheres as national legislation and public relations. "That," he said, "is where the committee fits in."

Civil Defense Test

(*Continued from page 1*)

that they hoped their budget would go far enough to permit further use of the scheme.

On Sept. 15, the Federal Civil Defense Administration used theatres in four East Coast cities for a test of large-screen television as a means of training Civil Defense workers. Those attending demonstrations in the four cities were asked to fill out questionnaires giving their impressions of the experiment.

"Several thousand" questionnaires have now been tabulated, and practically all are enthusiastic about theatre TV's possibilities, according to an agency spokesman. "We would like to use theatre television further," he declared, "but it all depends on the cost. We have to find out how much we would have to pay for the cables, the films, the use of the theatres. We'll know shortly how far we can go."

TV World Series In Denver Theatre

Theatre television has taken the jump on home TV out in Denver, where John Wolfberg's Broadway Theatre will telecast the 1951 World Series exclusively in that city. Denver is not yet served by a TV station.

Installation of General Precision Laboratory's Videofilm Theatre TV system in the Wolfberg house in time for the baseball classic was announced here by National Theatre Supply at the Theatre Owners of America convention in the Hotel Astor yesterday.

Set Trade Show for Trad Theatre TV

ASBURY PARK, N. J., Sept. 24.—A trade showing of the Trad Television Corporation's new "full-screen" theatre television set, designed to sell for $5,850, will be held here Thursday afternoon at Walter Reade's St. James Theatre, it was reported here yesterday by Victor Trad, company president.

The set, which is said to produce a 20-foot by 15-foot picture from a 65-foot throw, was installed at the St. James Theatre for the Robinson-Turpin fight, and will be used tomorrow Wednesday night for the Saddler-Pep bout.

Trad said the demonstration will include an off-the-air pickup and a micro-wave pickup so that a comparison can be made by viewers. The theatre will be closed to the public during the demonstration period, from two to four P.M. Taxi service between the Asbury Park Railroad Station and the theatre will be provided, with attendance by invitation.

The set is being exhibited currently at the Theatre Owners of America convention in New York's Hotel Astor.

Notre Dame Game 1st TNT Contest

The Notre Dame-Indiana football game will kick-off the fall theatre TV football program in the East this Saturday, Theatre Network Television disclosed here yesterday. It will be followed on Oct. 6 by the Princeton-Navy game.

TNT, which is arranging the schedule with the National Collegiate Athletic Association, stated that a list of theatres carrying the games will be disclosed shortly.

Following the first two games, TNT will select the game of the week for the network throughout the season. These football games, slated to test the drawing power of theatre television and the effect on stadia box-office, will mark the first network of exclusive theatre telecasts of football contests.

Colleges taking part include Navy, Army, Yale, North Carolina, Maryland, Pennsylvania State, Colgate, Boston University, Princeton, Pittsburgh, Fordham, Columbia and Dartmouth.

"DAVID AND BATHSHEBA" CROWDS MOB THE ORPHEUM THEATRE, IN OAKLAND, CALIF. AS EVERY RECORD FALLS B

SPEAKING OF PICTURES . . .

20th Century-Fox Pictures are bringing the crowds back to the theatres of the world

"PEOPLE WILL TALK" LINES UP BIGGEST DAY'S GROSS IN THE HISTORY OF ROXY, N.Y.C. AND THEY KEEP COMING.

TECHNICOLOR SPECTACLE. THE GOLIATH OF THEM ALL.

HIPP
WORLD PREMIERE TONIGHT 8.00 P.M.!
"A MILLIONAIRE FOR CHRISTY"
ELEANOR PARKER IN PERSON ON STAGE
HIPP
WORLD PREMIERE!
"A MILLIONAIRE FOR CHRISTY"

"MILLIONAIRE FOR CHRISTY" takes Cleveland by storm. Gala premiere at the Hipp sets the pace for 200 theatre Midwest launching,

"ON THE RIVIERA"—the Danny Kaye Technicolor musical at the Odeon, London, creates a Yankee mob scene on England's staid sidewalks.

"MEET ME AFTER THE SHOW" at Arkansas Theatre, Little Rock, hits new high as crowds turn out for the Grable Technicolor smash.

"THE FROGMEN" at the Fox, Philadelphia, had the whole town talking about the traffic-stopping, record-breaking mobs that greeted this hit.

"DECISION BEFORE DAWN" wins unprecedented acclaim and crowds at Odeon, London. The picture won greatest opening in years.

Adelman Again Asks Transfer of Suit

WILMINGTON, Del., Sept. 24.—Federal District Court Judge Rodney has taken under advisement a motion by two Texas circuits and eight major distributors to transfer to Texas two anti-trust suits brought against them here.

The suits, against the distributors and Interstate Circuit and Texas Consolidated Theatres were brought by I. B. Adelman and the Tivoli Realty Co. Damages sought total $3,000,000.

The Texas Circuits

The distributors and the Texas circuits contend it would be more convenient to have the case tried in Texas. Judge Rodney once before ruled he lacked power to transfer the suit, and the matter went to the U. S. Supreme Court, where it was finally ruled that Rodney had the power to transfer the suits if he found the Texas courts a more convenient place for the case. The latter question was argued before Rodney earlier this week.

Mesibov to Talk to Advertising Club

BOSTON, Sept. 24.—The Advertising Club of Boston reported today that Sid Mesibov, director of exploitation for Paramount Pictures, will replace Jerry Pickman as guest speaker at their luncheon-meeting to be held at the Hotel Statler here tomorrow. Pickman was unexpectedly called to the Coast for conferences.

Merchandising With Films

Mesibov will discuss unique merchandising with motion pictures. Other speakers will be Maurice Wolf of the public relations department of Metro-Goldwyn-Mayer, who will outline the nation-wide promotion planned for October of "Movietime U. S. A." Arnold Van Leer, New England publicity director for Paramount, will speak briefly. The luncheon-meeting will honor the motion picture industry.

Extra $50,000 for United Jewish Fund

Almost $50,000 extra was raised for the United Jewish Appeal on "T-Day" when amusement industry leaders gathered in his office for special telephone solicitation of contributors who had not yet given for 1951, Barney Balaban, president of Paramount Pictures, revealed here yesterday. Samuel Rosen of Fabian Theatres, and Abe Schneider of Columbia, are co-chairmen of the UJA drive in the amusement field.

Among the "T-Day" volunteers, in addition to Balaban and Rosen, were Si Fabian, Tom Murtha, Harold Rinzler, Bernard Brooks, Julius Collins, Robert Goldfarb, Charles Moss, Irving Greenfield, Arthur Israel, and Max Seligman.

Ben Rose Here Tomorrow

Ben Rose, former Eagle Lion representative for the United Kingdom and Continental Europe, will arrive on the *S.S. Queen Elizabeth* tomorrow, Wednesday (26th). Rose is establishing his own organization in London to represent independent producers and acquire independent product available for his territories. He will contact producers here and in Hollywood during his two-week stay.

Wolfson, Skouras Set Goal

(*Continued from page* 1)

serve the industry by serving themselves first through the solving of major problems together.

Grover A. Whalen, representing Mayor Impellitterri, who is on a European trip, welcomed the delegates to New York. Invocation was pronounced by Dr. Ralph W. Sockman, pastor of Christ Church here.

Wolfson related his early reluctance to accept the presidential post, because of his feeling that he could not spare the time to do it justice. He was persuaded by Sam Pinanski, retiring president, he said, who convinced him that the crisis in the business today demanded the sacrifice necessary.

Have A Great Opportunity

"I feel that exhibitors have a great opportunity to serve their country and the people in the current international emergency," Wolfson said. "I have a personal opportunity to be of service to the industry and this organization and to my fellow exhibitors in taking this post. I will do the very best I know how and with your help I feel we can succeed.

"If we fail, we fail in our duty to our country to provide needed entertainment in a period of emergency."

Skouras expressed his belief in the future of the industry, relating that he had weathered four periods of trial since entering theatre business in 1914.

Voicing his confidence in the future of theatre television, Skouras said he is confident showmen will provide any entertainment the public wants, whether in motion pictures or great television programs.

Skouras scored high rental terms for films, saying exhibitors today can't pay them.

He, too, called upon the membership to cooperate with the administration in making a year of accomplishment for TOA.

Sam Rinzler, introduced by Fabian as the "dean and Mark Twain of New York exhibitors," delighted his audience as usual with stories pertaining to his business. He cited as evidence of a new trade era the fact that people now are heard saying they went to the movies last night or last week, instead of "I can't remember the last time I went to the movies."

Fabian expressed thanks to Mrs. Leonard Goldenson and Mrs. George Dembow and others in charge of entertainment for the delegates' wives.

Announcement was made that John Balaban will preside at an open forum to be held Thursday, final day of the convention. The presidents' dinner, to be attended by heads of all companies, with the exception of two who are out of town, will close the convention.

Registrations neared the 500 mark yesterday afternoon. Heavy attendance at the trade show was marked throughout the day. Delegates had an open evening last night. Tonight there will be a Show Boat party, courtesy of Coca-Cola.

"Chick" Lewis outlined for the convention delegates the many preparations that were made for their business and social activities.

Fabian concluded the first convention business session with a vigorous appeal for "the answers" to the problems which the various committees will tackle.

"I am here," he said, "to get the answers regarding home and theatre television." He said if the convention "comes up with the right answers" in these areas "it will be a success." He applied similar reference to the studies which will be made of various other problems, including arbitration, building controls, 16mm. and distributor-exhibitor relations.

Pinanski Confident Of Theatre Future

Confidence in the industry's future, a theme that finds complete support among delegates to the Theatre Owners of America annual convention at the Hotel Astor here, was voiced by Sam Pinanski, retiring president, in his address to the opening session yesterday.

"We are unified as never before in our history and we know we are going," Pinanski told the convention.

"We know that the economic stability of our industry is dependent upon more and more, better and better pictures, and good relations with our customers.

"We know that the tremendous investment in motion picture negatives can only be amortized through the 20,000 theatres in America and the thousands of other theatres throughout the world. The equivalent of such a potential income for our producers is nowhere else to be found."

Pinanski directed the convention to "take a look at the array of greatly improved product recently released, and take courage from the results obtained by that product at the box office, even in areas where business is greatly depressed. The results are a reality in the face of all the competition for the amusement dollar."

"This specific experience," he said, "is not only stimulating to the producers, but gives them first-hand knowledge of the pulse of the public as it pertains to their current likes and dislikes in motion picture entertainment."

Pinanski reminded the convention of the possibilities of theatre television of the future "when most of the theatres in America have been equipped with efficient television sets at reasonable cost."

He scored politicians and others who question the right of theatres to bid for popular entertainment and events on an exclusive television basis, pointing out that they are the property of the producers and promoters and can be sold to anyone in a free, competitive market.

Pinanski lauded the "Movietime, U. S. A." campaign, expressing his confidence that every exhibitor will find it the "most stimulating and heart-warming experience that you showmen have had in many a day."

He praised the accomplishments of the Hollywood seminar in July sponsored by the Council of Motion Picture Organizations and expressed the belief that it will aid in the modernization of theatres and the preparation of the industry for a new era.

Conditions for the immediate future, with full mobilization of the nation in prospect, are always reflected in patronage of theatres by the public, Pinanski reminded. "That the theatre is not found delinquent in its obligations when this time arrives, is the obligation of every man in our industry," he said.

National Theatres In on 'Movietime'

Los Angeles, Sept. 24.—National Theatres, which up to now has not been participating in the "Movietime, U. S. A." effort will begin using the "Movietime, U. S. A." slug in all newspaper advertising, plus using posters, screen trailers, etc., it was learned from a circuit spokesman.

IBC Labels Arena TV Plan 'Remote'

The possibility of fight arenas being hooked up across the country in a television network, showing top bouts in competition with theatres, was labeled "remote" by Harry Markson, managing director of the International Boxing Club.

He said the idea has been forwarded to the IBC, the organization which books top bouts, but it has yet to be seriously discussed. To his knowledge, Markson said, no arena has put in an order for television equipment and the possibility of the IBC promoting such an idea "is a long way off." But, Markson continued, the arena proposal is one of many ideas including Phonevision, which the IBC will consider.

Although he described the long-term commitments of IBC as "fluid," he added that "our relations with Theatre Network Television have been amicable up to now and it may be that the whole situation may develop along those lines."

Film Wage Panel Holds Meet Here

A five-hour meeting on wages of film talent workers was held here by the special three-man committee named by the Salary Stabilization Board to recommend salary control policies.

Attended by Neal Agnew, Roy Hendrickson and Phillip Siff, a conference spokesman said details of what transpired at the meeting will be withheld until an announcement is cleared by the full Board in Washington, expected in about a couple of days.

Bartlett, Tomack, Cory Form Company

HOLLYWOOD, Sept. 24.—A new producing company, Daward Productions, has been founded by Richard Bartlett, David Tomack and Gilbert Cory, who were formerly active in television.

The independent firm, which has rented studio space at Eagle Lion Studio, plans to make three "A" features within the year, for undetermined release.

Shugrue with Rogers Campaign Drive

Ned Shugrue has become national campaign director of the Will Rogers Memorial Fund drive, replacing Nicholas J. Matsoukas, who next Monday will complete his one-year term and will resume as advertising, publicity and special campaign director of Skouras Theatres here.

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"TOA IN NEW YORK!"
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"AN AMERICAN IN PARIS"!

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"SUPER-MUSICAL"
Life Magazine, readership 18,212,477

"RECOMMENDED PICTURE"
Woman's Home Companion, readership 6,424,000

"PICTURE OF THE MONTH"
Seventeen Magazine, readership 2,500,000

"PICTURE OF THE MONTH"
Redbook, readership 4,304,283

"MEDAL FOR OUTSTANDING MOVIE"
Parents' Magazine, readership 4,294,721

"BEST MUSICAL OF THE MONTH"
Cosmopolitan, readership 3,898,000

"PICTURE OF THE MONTH"
Coronet Magazine, readership 9,261,381

"PICTURE OF THE MONTH"
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TRADE SHOW OCT. 5th!

M-G-M presents "AN AMERICAN IN PARIS" · To the Music of GEORGE GERSHWIN · starring GENE KELLY · and introducing LESLIE CARON · with OSCAR LEVANT · GEORGES GUETARY · NINA FOCH · Color by TECHNICOLOR · Story and Screen Play by Alan Jay Lerner Lyrics by Ira Gershwin · Directed by Vincente Minnelli · Produced by Arthur Freed · An M-G-M Picture

Keynote

(Continued from page 1)

2) Multiple runs with its attendant problems of clearance and print supplies.

3) Determination in New York of national sales terms for important pictures.

4) Demands for increased film rentals concurrently with the observance of "Movietime, U.S.A."

5) Need for a system of industry arbitration.

6) Methods for attracting to theatres those who attend infrequently.

7) Television.

Obviously, if the convention attends to all of those topics, and the others to which committees were appointed yesterday, TOA will be up to its ears in trade practices for the next three days.

Walter Reade, Jr., heads up the convention committee on exhibitor-distributor relations, under which most of the trade practice subjects will come. That and other committees will begin meetings at the Astor today. A number of sales managers have been invited to attend the meeting of Reade's committee and answer questions designed to aid the committee in formulating its recommendations. Al Lichtman of 20th Century-Fox and Robert Mochrie of RKO Pictures were among those whose acceptances had been received up to yesterday.

Mitchell Wolfson, newly elected president of TOA, heads the television committee. Other committees and their chairmen are: drive-in theatres, Jack Braunagle; public relations, Earl J. Hudson; national legislation, A. Julian Brylawski; state and local legislation, Morris Lowenstein; 16mm. competition, Sam B. Kirby; concessions, Harold Fitzgerald; "Movietime, U.S.A.," Pinanski; building and safety codes, Henry Anderson; legal advisory council, Herman Levy, and theatre equipment and maintenance, R. H. McCullough.

All committees were scheduled to complete reports by tonight in order that they will be available for convention discussion and action starting tomorrow morning.

Every exhibitor delegate at the convention is a member of one or more of the committees, either by his own choice or by assignment.

Sounding a keynote of optimism, which he said has characterized every TOA convention to date, Starr said there "is every indication that the fall and winter will bring a steady flow of superior box office pictures and that the general level of business will continue to improve."

This cheerful outlook was apparent on all sides in and about the convention rooms. There was a minimum of pessimistic talk to be heard, and crying towels were noticeable by their absence. There was serious concern for current and future developments, to be sure, but it was characterized almost entirely by an attitude that the problems are on the way to being solved and confidence and determination are the qualities most needed to complete the job.

"The rather drastic decline in box office patronage that made itself felt during the first half of this year," Starr told the convention, "has happily been halted in most sections of the country, and there is every reason for optimism for the future."

Harmony among all segments of the industry is a laudable objective, Starr observed, "but that is not our objective here," he added. "There are problems to be solved and we are here to consider them," he said, citing the "evil of competitive bidding." as the "most pressing at the moment."

Problem Can Be Solved

That problem can be solved, he said, but has not been "because some of the distributors find it to their pecuniary advantage not to do so. Only in those rare instances where competitive bidding seems to be the only alternative to litigation can its use be justified. In all other instances we must regard its use as an act of bad faith on the part of the distributor."

"This convention will definitely concern itself with your problems that arise from competitive bidding," Starr said.

The granting of "multiple equal clearances, aggravated by the continued shortage of prints," was scored by Starr as a problem "with no promise of relief whatever." He said there are situations in which "20 theatres have the same clearance break for which the film exchange can supply only eight prints."

The setting of national sales policy in New York on important pictures is done without knowledge of individual situations around the country, Starr charged, and results in "some exhibitors making a handsome profit, while others suffer losses." Reluctance to entrust local selling to branches, Starr said, indicates a lack of confidence by companies in their field sales personnel.

Starr called for a search by the convention for facts concerning reports that some distributors are demanding increased film rentals concurrently with the opening of the "Movietime" campaign. "There are exhibitors present," he said, "who can give us the correct answer."

Citing the endless accumulation of anti-trust suits in the courts, Starr said "there is no hope short of arbitration that this condition will be alleviated."

"It will never get better until a remedy is found that does not make use of the courts," he said. "We have every reason to believe that a preponderant majority of exhibitors and exhibitor groups are wholeheartedly in support of such a system (of arbitration). The issue cries out for a clear and forthright statement of willingness or unwillingness from the distributors, a statement that will be entirely devoid of evasion and double talk."

Starr urged the convention to give its attention to winning patronage from those who seldom attend theatres, the important audience segment which, he said, is inappropriately referred to as "lost."

"They are in no sense lost," he said. "We have simply failed to develop advertising techniques that will enable this audience to distinguish the pictures they want to see from the pictures they do not want to see."

On television, Starr cited TOA activities in the field and the work of its officers on the subject. "We have consistently urged," he said, "that television produce its own pictures separately and apart from those produced for motion picture theatres. Our television policy has been to bring theatre television into motion picture theatres, not to replace fine motion pictures."

GPL Telecast Test At TOA Convention

Film recordings of telecasts made on General Precision Laboratory's Video Recorder are a feature of the National Theatre Supply theatre TV exhibit at the TOA show at the Astor Hotel here. The Video Recorder is the key unit in the GPL videofilm theatre TV system. The telecast image is transferred to 16mm film and processed through high speed equipment for showing in less than 60 seconds.

Big Audience Hears 'Movietime' Show

A radio audience, measured in terms of many hundreds of thousands, last night listened to the kick-off event of "Movietime, U. S. A.," the hour-long Lux Radio Theatre show, "It's Movietime U. S. A.," carried over a CBS nationwide network of 166 radio stations.

SIMPP Dept.

(Continued from page 1)

The sub-committee will report its recommendations to the distribution committee which, in turn, will report these to the SIMPP executive committee on the Coast. The final decision will rest with the executive group.

The Society is determined to take a more active interest in the foreign field in behalf of its members, Arnall said. The goal is more revenue for the producers and, at the same time, additional financing for the SIMPP, he said.

Arnall said he will meet soon with John G. McCarthy, chief of the international division of the Motion Picture Association of America, to discuss the pending film agreement with Spain. SIMPP, he said, would be a co-signer with MPAA of any such agreement.

Palfreyman Rites

(Continued from page 1)

iform zoning and clearance plan for Michigan and a central shipping bureau for films. He also formed the first Film Board Credit Committee. He published the first annual directory of theatres and promoted the New Film Exchange Building in Detroit during the same period.

Palfreyman served as secretary of the MPPDA's Title Registration Bureau in addition to heading the trade relations department.

In the early days he was auditor, comptroller and purchasing agent of J. H. Kunsky Theatrical Enterprises, Detroit. He later was a salesman with Goldwyn Distributing Corp. and an assistant branch manager of First National Pictures, Detroit.

He is survived by the widow, Mary Palfreyman.

Exhibitor, Distributor Seminar Is Sought

TOA directors discussed and commended the July industry seminar held in Hollywood but some expressed regret yesterday that no arrangements have yet been made for a similar meeting of exhibitors with distributors.

"There was no area of discord, and a meeting of the minds on many questions, between exhibitors and producers," one said of the seminar.

Fifth Amendment Plea at Red Probe

HOLLYWOOD, Sept. 24—Carl Foreman testified before the House Un-American Committee he had signed a loyalty oath Sept. 11, 1950, as a member of the Screen Writers Guild board, but pleaded the Fifth Amendment to questions as to whether he was a member of the Communist Party any time before that date or to clearly define his present status.

HOLLYWOOD, Sept. 24.—SWG president Karl Tunberg said that Foreman's action is not on the agenda for tonight's regular meeting of the guild board, since the Guild has his non-Communist oath. Foreman's associates in Stanley Kramer Productions said they had no comment.

Gamble Scores Bids, Upped Admissions

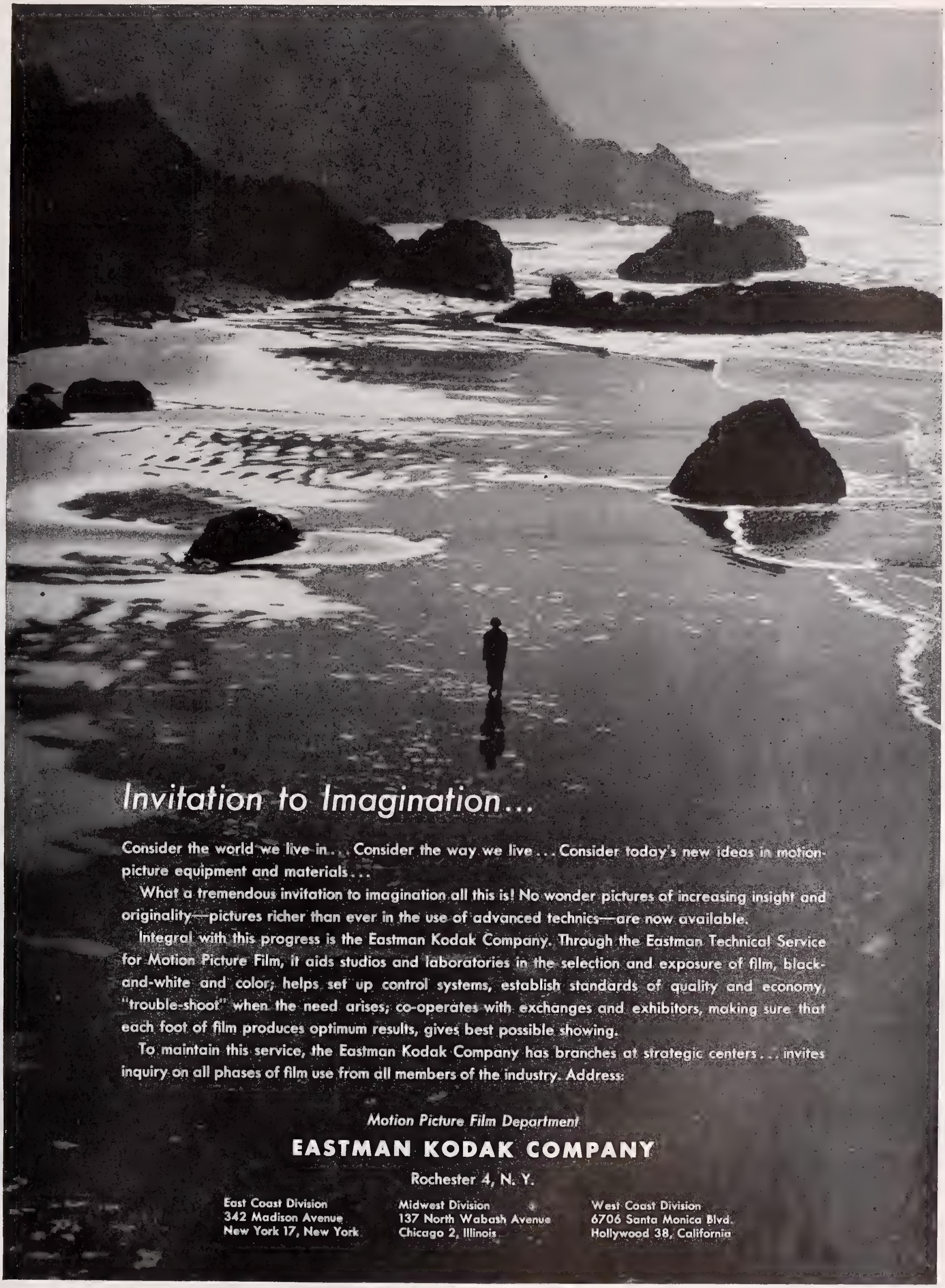
The current Theatre Owners of America convention is the most important in the organization's history, Ted R. Gamble, former president, told the opening session yesterday, "because exhibitors are at the crossroads, and if they don't settle their problems now they may not be around to settle them later."

He urged convention attention for trade practice problems, in particular abuses of competitive bidding, "only five per cent of which has a legitimate purpose," Gamble charged. In all other instances, he said, it is simply a device for increasing film rentals.

Gamble also hit at current efforts to obtain higher film terms, asserting that exhibitors are contributing to the "Movietime, U.S.A." campaign to help improve business for all segments of the industry and cannot pay higher rentals, also.

"We have reached the point of diminishing returns," Gamble said, "and cannot be squeezed further."

Gamble also scored current efforts which he said are being made by some distributors to get increased admission prices, recounting that one distribution executive had told him his company regretted it had not sold two recent hits on such a basis. Gamble said he reminded the executive of how much the pictures, sold on the usual basis, had done for the stabilization and encouragement of the industry, only to be met with the rejoinder that the company in question did not regard the welfare of the industry as its own responsibility or that of any other single company.



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6706 Santa Monica Blvd.
Hollywood 38, California

TOA Directors Elect Wolfson, Charles Skouras, Sullivan

(*Continued from page* 1)

urer, J. J. O'Leary, Scranton, Pa.; co-chairmen of the national finance committee, Nat Williams, Thomasville, Ga., and Leonard H. Goldenson, president of United Paramount Theatres.

Salaried Officers Reelected

Gael Sullivan and Herman M. Levy, TOA's only salaried officers, were reelected executive director and general counsel, respectively.

As soon as the new slate, as presented by the nominating committee, was elected, the place of the midwinter meeting of the TOA executive board was designated as Los Angeles. The meeting will be held between January and March, with the specific date to coincide with whatever date is set for the next Council of Motion Picture Organizations seminar on production problems, according to Sullivan. He said Washington was designated as the place for holding the next annual meeting of the executive board, with a date to be set in the near future.

The directors, at their meeting yesterday, agreed that it would be desirable for TOA to approach Allied States Association before the latter's convention here Oct. 28-Nov. 1, in an effort to secure "unification of exhibition" on the subject of arbitration.

Wolfson Suggests

Wolfson suggested to the board that the TOA exhibitor-distributor relations committee headed by Reade be charged with making the overture to Allied. He conceded that such overtures made in the past were "cloudy," which perhaps explains the lack of action on TOA proposals for an exhibitor-distributor conference to determine whether a system of arbitration could be established in the industry.

Skouras told the directors he believed industry agreement on certain areas of arbitration could be reached. Wolfson, emphasizing that any such system would not embody "compulsion," told the trade press in a post-meeting interview that an industry arbitration panel, whether made up of industry or non-industry members, would give "small theatres a place to go and get justice." With the arbitrators' jurisdiction limited to prints, runs and clearance, he pointed out, the "small exhibitor" could have his "day" without having to go to court.

Mitchell Wolfson

A. Julian Brylawski of Washington, TOA legislative committee chairman, reported evidence which indicated the tax exemption provisions of the pending Revenue Act would be limited in their application to non-profit organizations so as to obviate the possibility of "wildcat" activities which would hurt theatres competitively.

Wolfson said TOA "feels it has accomplished one of its major objectives" with the inclusion in the House and Senate versions of the bill permission to charge students admission prices that are in-between those applying to adults and to children, while at the same time the students' admissions are subject to only the normal tax rate. He said the directors received a report on this also from Brylawski.

Wolfson and Sullivan pointed out that the victory with respect to the student admissions was won in consequence of a united exhibitor effort. Some 40 individuals, including Abram F. Myers, Allied general counsel, were in the forefront of the campaign, they reminded.

Addresses Board

Sullivan addressed the board on the success of the recent experiment in the field of Civilian Defense training through the use of theatre television. He said that it should serve the industry well as an argument when the time comes to present the case for theatre television frequencies to the Federal Communications Commission. The public service value of theatre television may have to be impressed on the public through theatre trailers as one means of combatting the efforts of interests which contend that exclusive theatre television programming is an unfair form of trade, Sullivan said.

Sullivan gave the directors a report on the first COMPO seminar held in Hollywood, and Pinanski and Williams presented their reactions regarding the round-table conference. All spoke favorably of the value of the seminar and said they hoped the next such meeting would clarify further the issues involved.

Skouras told the directors the Los Angeles board meeting would be open to all TOA members who would care to attend. "This is not an exclusive club," he said, "so all who have problems should come."

Skouras on Compo

Skouras' personal opposition to the Council of Motion Picture Organizations is well known in the industry. However, his election is not expected to alter TOA's existing commitments to COMPO. Asked by reporters whether National Theatres is supporting COMPO's "Movietime U. S. A." campaign, Skouras replied "we'll do the best we can."

Many Utilize Free Chest X-Ray Service

One of the biggest attractions at the Theatre Owners of America convention in the Astor Hotel here yesterday, apart from the well-attended trade show and exhibit, was the free chest X-ray service of the Variety Clubs-Will Rogers Memorial Hospital in cooperation with New York's Health Department.

More than 1,000 free X-rays were made, with waiting lines extending from the booth throughout most of the day. (Donations to the Hospital were generous, too.) The free X-ray service is available to all employes in the entertainment industry, as well as conventioneers, and will be continued through today.

TOA Delegates Wives Meet Film, TV Stars

A group of film and television stars headed by Faye Emerson, Dorothy Malone, Vanessa Brown and John Ireland yesterday afternoon were guests of the wives of Theatre Owners of America convention delegates at a tea at Toots Shor's here. Mrs. Leonard Goldenson is chairman of the committee in charge of ladies' entertainment.

TOA Leaders and Members Assembling for Meeting

Quigley Publications Photos

Photographed as the board of directors of the Theatre Owners of America was about to meet here yesterday at the Hotel Astor prior to the full convention assemblage were, left to right, above: Mitchell Wolfson, Ted Gamble, Elmer Rhoden, Walter Reade, Jr., Myron Blank, Gael Sullivan, Ed Fay, Arthur Lockwood and Sam Pinanski.

SATURDAY'S HERO

Millions of teen-agers will cheer John Derek in this probing, powerful story of big-time college football. For its outspoken message, timeliness, and exciting unusual theme, we've named it SEVENTEEN's PICTURE OF THE MONTH for October ...choice film fare for our 2,500,000 girl- readers and their dates.

seventeen
the entertainment magazine for young women in their teens

It's TOA-Time, New York

By RED KANN

THE villain of the Houston convention showed up early at the Hotel Astor yesterday as the TOA conclave began to assume stride. Television was on everyone's mind in Texas last year. It's that way in New York this year.

Yet, time has made a difference. In Houston, exhibitors went into the shakes whenever TV was mentioned. They're not quite so nervous now, although nervous enough.

There seems to be a conviction afloat in Times Square that television can be harnessed to the existing theatre structure if exhibitor thinking is clear, definitive and forthright. Just what elements may be said to constitute that brand of thinking remain to be seen but the Fabians, the Wolfsons and the Pinanskis among the TOA big wheels are convinced that ways will be found. Sample quote from Si Fabian: "There are no human problems that human brains working together cannot solve."

•

Aimed squarely at producers who are, or intend, flirting with television was Sam Pinanski with this: "We know the tremendous investment in motion picture negatives can only be amortized through the 20,000 theatres in America and the thousands of other theatres throughout the world. *The equivalent of such a potential income for our producers is nowhere else to be found.*" (Italics added).

Answering, and effectively, the politicians who seek to convert theatre TV into a political football, Pinanski centered on the Turpin-Robinson bout. ". . . the fight was a private venture, staged for private profit . . . I know of no legal requirements that private property be given free to the public."

•

Alfred Starr, whose company is Bijou Amusement and whose home town is Nashville, made an impression as the keynote speaker. Among his keynotes, scheduled for committee attention today, convention action later: Competitive bidding, clearance and print shortages, national sales policies, arbitration, capture (or recapture) of mature audiences.

Competitive bidding began to shape up early as one of the focal points of the convention. Starr was severely critical of the main stream of distributors. Ted Gamble was no less so. Look for action on this count.

•

It was never fully rounded out, but several references to the policies of distributors in relation to releases reaching the market during "Movietime, U.S.A.," were registered in the early stretches yesterday afternoon. Starr made one reference and Gamble another, both suggesting in thinly veiled language that hiking rentals during an all-out industry campaign was hardly the time. "Let the leaders put their selfishness behind them, if only temporarily," was how Gamble put it.

In an observation which apparently was unrelated, Charlie Skouras lashed out on his own. His remarks about arbitrarily fixed percentage terms regardless of run were pointed, barbed and obviously to his audience's liking.

Lobby checkups on the state of business found scattered exhibitors in general agreement that the box-office is reflecting better times.

Harold Field, president of Pioneer Theatres, operating in Iowa: "It's better in TV towns than last fall when business went off when the coaxial cable reached Omaha and Des Moines. We decided we had to sell harder, did just that and got results. True, product is better this year, although I must deplore the practice of most distributors who insist on overselling. Their contagion infects the exhibitor who passes it along to his public which usually finds the product rarely lives up to the extravagance of the claims made for it. The practice ought to be curtailed."

Morton G. Thalhimer, president, Neighborhood Theatre, Inc., operating in Virginia: "The boxoffice is stronger because the product is better. All sorts of reasons may be advanced to explain the ups and the downs, but, in the final analysis, the product tells the story. There is not—there cannot be—any replacement for the product."

•

The sudden passing of Dave Palfreyman came as a shock to many who knew him. Death came to him at his home in Angola, Ind., on Sunday.

Dave was widely known in exhibitor ranks up and down the land through his many years with the Hays (Johnston) office. Liked and respected everywhere, he was as welcome at Allied conventions as he was at the TOA-predecessor parleys.

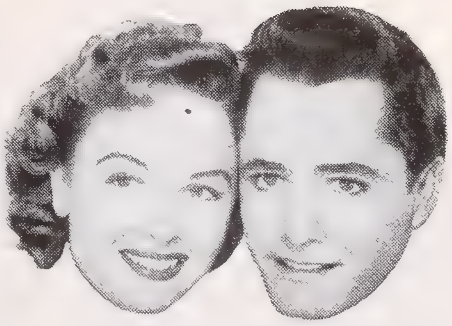
While Palfreyman was out of the business, he had never lost interest in it or his heart for it. Only a few days before his untimely death, he wrote this correspondent of the possibility of a return—as secretary of the Independent Theatre Owners of Ohio succeeding the late Pete Wood. It would have meant reunion with the business "I like best of all."

•

For some unexplained reason, Pinanski wore Sam Rinzler's badge, and vice versa. Rinzler, introduced by Fabian as the "Mark Twain of exhibition", kidded the previous speakers. "I was scared," he said. "Fabian went to Harvard. Pinanski lives near Harvard. Starr is really Harvard. Gamble probably went to ten schools like Harvard. But when I heard Skouras, my heart began to grow. After him, I can sound like Harvard, too." Fabian on Starr: "Harvard man. Graduated *summa cum laude,* Phi Beta Kappa, Oxford. Was studying for doctorate in mathematics when, poor fellow, his father left him 57 theatres." Starr to Fabian: "I make it an inflexible rule never to deny anything." . . . "I promised the sales managers who will appear at the exhibitor-distributor discussions they will be our guests and will not be insulted," observed Fabian. "Did you make the promise they won't insult the exhibitors?" kidded Rinzler in return. . . . Unexpected visitor: Pete Harrison, here from Hollywood on his first trip in almost three years. . . . Elmer C. Rhoden, Fox Midwest president, over that minor-scale California accident and looking fit.

Thanks, SEVENTEEN, for your salute to SATURDAY'S HERO. Starring John Derek and Donna Reed as the girl he loves, this distinguished film goes behind the headlines to tell the football story never told before. SEVENTEEN predicts it will thrill Young America; we predict its boxoffice will thrill exhibitors as well.

SATURDAY'S HERO



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Produced and Directed by IRVING ALLEN

Screenplay by SID KULLER

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 70. NO. 60 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 25, 1951 TEN CENTS

Wolfson Heads TOA

Foreign Dept. Is Planned For SIMPP

The distribution committee of the Society of Independent Motion Picture Producers yesterday took at a meeting here what may be the the first step toward the establishment of a SIMPP foreign department.

The meeting, at which Ellis G. Arnall, SIMPP president, presided, set up a sub-committee of three headed by James Mulvey, president of Samuel Goldwyn Productions, which will study ways and means of increasing the foreign revenue of Society members. The group will decide whether a foreign department headed by a representative who would be stationed in Europe is the answer. The other two members of the sub-committee are George J. Schaefer and Edward Peskay.

(*Continued on page 8*)

NEWS FLASHES

Washington, Sept. 24.--Civil Defense officials said they were getting "overwhelmingly favorable" response from the recent test of theatre television as a training medium, and that they hoped their budget would go far enough to permit further use of the scheme.

•

A special committee of Theatre Owners of America leaders, headed by Morton G. Thalhimer, has been formed to bring to the organization's membership the facts about COMPO, it was revealed here yesterday.

THE CROWDS ARE BACK, THANKS TO 20TH! Healthy, wealthy and widespread is the news of "A Millionaire for Christy" here jam-packing the Hippodrome Theatre in Cleveland as 200 day-and-dates match the premiere theatre's hot pace.
Advt.

Trade Practices Keynote TOA Convention Opening

By SHERWIN KANE

Trade practices, particularly those concerned with the buying and selling of film, took the center of the stage at the opening session of Theatre Owners of America's annual convention at the Hotel Astor here yesterday.

Both in the keynote address for the convention, delivered by Alfred Starr of Nashville, and in the annual report of Sam Pinanski, retiring president of TOA, as well as in pointed allusions by other speakers at the opening session, trade practices received far greater emphasis than did television, including the theatre variety, which had been heralded in advance as the subject which probably would be of prime concern at the convention.

In the order in which they were placed by Starr in his keynote address, the following subjects were placed before the convention for attention:

1) Competitive bidding.

(*Continued on page 8*)

Palfreyman Rites In Angola, Ind.

ANGOLA, Ind., Sept. 24.—Services for David Palfreyman, 57, industry veteran and former director of trade relations of the Motion Picture Association of America, will be held here Wednesday at Klink Funeral Home. He died suddenly at his home here yesterday morning while asleep in a chair.

Palfreyman, who was in the industry over 35 years, resigned his MPAA post on June 7, 1949. He first became connected with the association as secretary and manager of the Detroit Film Board of Trade in 1924. In 1929 he went to New York to establish the theatre service department of the Motion Picture Producers and Distributors of America.

While with the Detroit Film Board, Palfreyman organized a voluntary un-

(*Continued on page 8*)

Charles Skouras Tops Board of Directors; Sullivan, Levy Are Reappointed to Posts

By CHARLES L. FRANKE

Mitchell Wolfson, head of Wometco Theatres, Miami, yesterday was elected president of the Theatre Owners of America at a TOA directors meeting which preceded the opening of the exhibitor organization's national convention at the Hotel Astor here. He will succeed Samuel Pinanski, head of New England Theatres, who has held the post for two successive one-year terms.

Charles P. Skouras, president of National Theatres, Los Angeles, was elected chairman of the organization's board of directors, to succeed Wolfson.

The directors' meeting, which apart from the elections heard S. H. Fabian, convention chairman, call for a convention that would give the accent to "work," and received reports from other TOA executives on arbitration, taxes and other business matters, also named the following officers for 1951-52:

National vice-presidents, John Rowley and Walter Reade, Jr.; secretary, Max Connett, Newton, Miss.; treas-

(*Continued on page 10*)

Wolfson, Skouras Set Progress Goal

The new chief executives of Theatre Owners of America, Mitchell Wolfson, president, and Charles Skouras, chairman of the board, called upon TOA membership yesterday for help in making their administration one of achievement and progress.

Introduced at the opening convention session following their election, both pledged themselves to do the best job of which they are capable but reminded the membership that real accomplishments would require their help and complete cooperation.

Both were introduced by Si Fabian, convention chairman, who admonished the delegates that they could best

(*Continued on page 6*)

It's Profit-Time, U. S. A. With Great Paramount Hits Like: PERLBERG AND SEATON'S RHUBARB the Millionaire Tomcat!

Personal Mention

JACK HARRIS, head film buyer for Walter Reade Theatres, returned here yesterday from Bermuda.

•

ERNEST E. BLAKE, president and director of Kodak in London, ALFRED LANDUCCI, president and director of Kodak in France, HAROLD LLOYD, JOHN FARRON BROMFIELD, writer and actor, and his wife, CORINNE CALVET, JUDY CANOVA, and GREGORY RATOFF, producer, arrived here from Europe on the *S.S. Liberte* yesterday.

•

MRS. HENRY LAZARUS of Lazarus Theatres, Inc., New Orleans, and MRS. EDNA SHULLMAN, co-owner of the Bryan, Texas, theatres, are visiting in New York.

•

BERNARD ESTES, publicist, was released from Veterans' Hospital at Fort Hamilton yesterday after a successful bone operation.

•

RICHARD THORPE, director, and ROBERT TAYLOR have left London for Innsbruck, Austria, and will return to New York on Oct. 10.

•

VICTOR BLEDSOE, employee of the Falls City Theatre Equipment Co. in Louisville, and his wife announce the birth of a daughter.

•

HERB COPELAN has joined the booking department of Warner Brothers Theatres, New Haven.

•

BEN LORBER, head of Universal Pictures Insurance Department, has returned to New York from Hollywood.

•

PETER CUSICK, producer, arrived here from London yesterday.

William Levy Quits Disney Organization

William B. Levy has resigned as worldwide sales manager of Walt Disney Productions. At the request of Disney, however, he has agreed to continue his association with the organization in an advisory capacity. His old post has been eliminated.

Levy has been with the Disney organization since 1930, in various capacities here and abroad. Since 1945, he has been head of world sales for Disney product. He is resigning in order to devote full time to his personal interests, among which is the British publishing firm, Wilbank Publications, Ltd., of which he is managing director and principal stockholder. Mr. Levy plans to extend his publishing activities to the Western Hemisphere.

Avon 4 at Palace Again

The Avon Comedy Four, which played the New York Palace Theatre during its two-a-day heyday, will be revived by Joe Smith and Charlie Dale and presented as part of the all-star variety show supporting Judy Garland at the Palace beginning Tuesday, Oct. 16. They will be assisted by Alan Chester and Gene Arcade.

'Streetcar' Paces N. Y. First-Runs

"A Streetcar Named Desire" is pacing New York first-runs this week with a tremendous $85,000 forecast for its first week at the Warner Theatre where the film racked up a 16-year opening day record of $13,000.

There were other strong openings, too, but some box-offices appeared to be hit by good weekend weather, the baseball pennant race and the fall season bow of the legitimate stage.

Strong opening stanzas are expected for "The Day the Earth Stood Still" at the Mayfair where $46,000 is seen and for "Here Comes the Groom" at the Astor where a good $39,000 is forecast. "Flying Leathernecks" at the Paramount, plus Louis Prima and his band on stage, is due to hit a solid $92,000 for its first week, while the opening stanza of "No Highway in the Sky," augmented by the Latin Quarter Revue at the Roxy is forecast to hit a fairly nice $80,000.

Still doing very well with an estimated $115,000 for the second week is "Captain Horatio Hornblower" at Radio City Music Hall, which also features a top stage show. Holding up well with $45,000 estimated for its sixth week is "David and Bathsheba" at the Rivoli.

Although "A Place in the Sun" is dropping at the Capitol, a pretty good $50,000 is seen for its fourth week. A sharp box-office drop for "Saturday's Hero" at the Victoria is in the offing, with $16,000 due for its second week after a smash opening stanza of about $35,000.

"Alice in Wonderland" will finally bow out of the Criterion Saturday, marking the first time in the history of the theatre that a feature has been kept for nine weeks. The final week's business is estimated at a fair $12,000. "The Magic Face" is the next attraction there.

A moderately good $15,000, aided by tonight's special preview of "The Well," is forecast for the third and final week of "The People Against O'Hara" at Loew's State. Not doing too badly, but dropping, is "Rhubarb" at the Globe with $13,500 estimated for a fourth week.

Holding up strong is "Oliver Twist" at the Park Avenue where an estimated $11,500 is seen for the eighth week. The marathon run of "The Tales of Hoffman" at the Bijou still draws the customers. There, a very good $11,000 is forecast for the 25th week. Doing exceptionally well is "The River" with $15,000 seen for its second week.

A bit disappointing $6,500 is seen for the third week of "The Medium" at the Sutton compared to the second week's gross of $10,500. The first week's gross of "Mr. Peek-A-Boo" at the Trans-Lux 60th Street is due to hit an all-right $7,800, while at the Trans-Lux 52nd Street "Kind Lady" is holding up fairly well with $5,800 forecast for the seventh week.

'Behave Yourself!' to Bow At Paramount Oct. 31

"Behave Yourself," a Jerry Wald-Norman Krasna production released by RKO Pictures, has been booked for New York's Paramount Theatre.

Hail Princess at Opening of 'Lady'

LONDON, Sept. 24.—The largest crowd since "V Day" waited hours to give Princess Elizabeth, and her husband, the Duke of Edinburgh, a wild though affectionate greeting at the opening of "The Lady with a Lamp" at the Warner Theatre Saturday night. The Herbert Wilcox production stars Anna Neagle and Michael Wilding.

Had Been Uncertainty

There had been uncertainty as to whether the Princess would attend in the light of King George's condition. The ovation reflected the nation's concern for the monarch. Tens of thousands waited outside throughout the performance to greet the princess again following the showing.

Proceeds of the showing at the 1,800-seat Warner Theatre and some 20 other openings occurring simultaneously in every capital city of the British Empire went to the Royal College of Nursing Educational Fund.

A television audience estimated around 5,000,000 viewed a 30-minute B.B.C. broadcast of the sidewalk highlights.

Holt Says Receipts Are Up 18 Per Cent

Domestic film grosses have increased 18 per cent in the past 60 days, and are holding at the new level, according to a survey made by Nat Holt, Paramount independent producer, in the course of visits to New York, Cleveland, Cincinnati and New Orleans.

Holt said that the feeling was general in the trade that the markedly improved business conditions everywhere may be traced in particular to the high quality level of pictures now being released by all companies.

Own Business Up

Holt pointed out that business on his own production, "Warpath," is running 21 per cent above that of his last film for Paramount, "The Great Missouri Raid," released several months ago. While in New York he delivered the first print of "Silver City" to the home office at a screening attended by sales executives and division managers.

Canadian Owners Move Against Bingo

TORONTO, Sept. 24.—The increasing number of bingo games throughout Ontario with their costly prizes has aroused action by the Motion Picture Theatres Association of Ontario. A special committee headed by Association president H. S. Mandell is preparing a report for consideration by the directors in October, later to be presented to the annual convention in Toronto, tentatively dated Oct. 31. As many as five automobiles have been presented at some bingo gatherings with attendance in the thousands.

H. C. D. Main will also report on television as it affects theatres.

OPS Decontrols Certain Services

Washington, Sept. 24 — Twenty-two different services, which have little effect on the cost of living or which cannot practicably be controlled, have been removed from price control, the Office of Price Stabilization announced today.

Among services exempted are those of managers of actors, actresses and athletes, labor relations and public relations counsellors and advertising agencies.

U. K. Trade Unions In Open Warfare

LONDON, Sept. 24.—Warfare has broken out between the industry's two largest trade unions, the National Association of Theatrical and Kine Employes, representing 75 per cent of the industry's payroll employes, and the Association of Cine and Allied Technicians, representing most of the remainder.

Evidences of ill-feeling between the two unions have been visible for some time. Open warfare was declared by Tom O'Brien of NATKE when ACT joined with British Equity at the Trades Union Congress recently in an effort to remove O'Brien from the general council. NATKE now is giving O'Brien authority to withdraw from any trade body with which ACT is associated. The ban will include bodies like the Joint Industrial Council and studio joint committees.

Criticism of ACT's non-cooperative attitude in negotiating with producers has been expressed recently by both Reginald Baker, president of the British Film Producers Association, and by J. Arthur Rank in his annual message to stockholders.

Morgan Jones, 72

Morgan Jones, 72, actor and make-up artist for several companies, died Friday at his home here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA
and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

GOOD HOUSEKEEPING for October, a colossal issue of 370 pages, carries a black-and-white page from Paramount and another from Warner Brothers, with M-G-M using its "Picture of the Month" opposite the table of contents. There are several movie tieups on other advertising pages. It's a lot of magazine for 35 cents. Newsstand prices are going up, according to *Tide,* the advertising trade journal. *Redbook* advanced its price to 35 cents in August without hurting newsstand sales, and *Parents' Magazine* will take the same step in November. Motion picture theatre managers have been advertising "No advance in admission prices since 1930."

●

The Oct. 23 issue of *Look*, released on Oct. 9, has a six-page feature, with two pages in color, titled: "Who Says Hollywood Is Dying?" Discussed are current box-office hits and coming product. Gardner Cowles, publisher of *Look*, and actor George Murphy will talk about the feature story in a pooled news-reel to be released Oct. 8 in celebration of "Movietime U. S. A." and coinciding with the appearance of the magazine on the newsstands. The same issue contains a piece of *Look*'s men's wear editor on the possibility of fashions inspired by the 20th Century-Fox film "The Day the Earth Stood Still."

●

Four pre-release premiere engagements of "An American in Paris" in as many cities have been scheduled in Loew's theatres, starting today, to mark the birthday of George Gershwin, whose music furnishes the background for the M-G-M Technicolor musical. The four openings will be at the Victory theatre, Evansville, Ind., Stillman Theatre, Cleveland, Loew's State, New Orleans, and Loew's Warfield, San Francisco. The picture follows the current attraction at Radio City Music Hall in New York. Extensive radio and newspaper campaigns will herald the opening in each city, with the advertising budgets far and away above the general average. M-G-M is sending out special art layouts for newspapers, and a 16-page "Facts" booklet for editors. Pat Smith, former Adrian model, will go on tour for the picture as a pre-selling factor. Leslie Caron, who appears opposite Gene Kelly in the film, will visit San Francisco for press and radio interviews in cooperation with the French Consulate as a gesture of good will to the French Government and the 2,000th birthday of the city of Paris.

●

The greatest outdoor advertising campaign in Midwest history, employing 147 24-sheet posters, plus an equal number of six-sheets, backed the opening of "Behave Yourself" in Kansas City, where the picture drew the largest crowds of the year. During the past month, the "Honeymoon House" set, from the studio, has been on display at Macy's department store in that city, as a pre-selling stunt for "Behave Yourself." The store has carried full-page newspaper ads to announce their scoop in having possession of the studio set, direct from Hollywood.

In a nationwide campaign to develop a finer critical interest in motion pictures among young people, Paramount Pictures and the Student Marketing Institute of New York are sponsoring a creative writing contest for staff members of more than 700 college newspapers. Using the current Paramount release, "A Place in the Sun" as a springboard for the contest, college reporters, editors and faculty advisors will be invited to special screenings, and asked to submit a copy of the review, critique or editorial published in a college paper, as an entry from one of three separate groups or classifications, the larger university daily papers, the weekly publications and the monthly papers from smaller colleges. Nine prizes, totaling $900, plus merchandise prizes and an all-expense trip to Hollywood or New York, will be awarded to students who turn in the best examples of creative writing. The contest will be continued through May, 1952, in order to give all contenders a chance to see the picture at their local theatres.

●

Pictures of Jane Russell, currently starring in RKO-Radio's "His Kind of Woman" adorn the covers of Look *magazine for Oct. 9, and the November* Redbook *which is due on the newsstands in October. In both instances there are stories inside the magazines with the titles printed on the covers.* Look *has a historical treatment, "Fifty Years of the Hollywood Kiss," in which Miss Russell poses for the modern phase, and the* Redbook *story, by Lou Pollack, is called "Jane Russell—the Living Conflict of Faith and Beauty," which deals sympathetically with the star's career and home life.*

●

A two-week radio and TV barrage, utilizing 563 spot announcements and daily plugs on selected programs, is heralding the opening of 20th Century-Fox's, "The Day the Earth Stood Still" throughout the greater New York area in one of the largest time buys in motion picture history. More than 100 hard-hitting video announcements on stations WNBT, CBS-TV, WJZ-TV, WABD, and WPIX show the startling arrival of the inter-planetary space ship in Washington and a double-barreled radio campaign features spots on network stations WCBS, WNBC, WOR and WJZ, including one-minute spots in which newscasters Drew Pearson, H. V. Kaltenborn, Elmer Davis and Gabriel Heatter report to the nation with a headline story of the unusual event. Filling out the schedule in the radio saturation campaign are similar spots on independent stations, WNEW, WMCA, WMGM and WINS.

●

Walter Talun, the screen "Goliath" of "David and Bathsheba," has returned to New York for a two-week stop-over after a three-months' tour of some 70 key cities and hundreds of small communities, in a special studio exhibit on wheels as a pre-selling campaign for the Biblical epic. The six-foot 8½-inch giant will make an extensive tour of the five boroughs of New York publicizing the film's long local engagement at the Rivoli Theatre. Special stage, radio and TV appearances are planned for him in the Metropolitan area.

●

The news that an inter-planetary space ship is approaching Washington at a speed of 4,000 miles per hour will be reported to the nation by Drew Pearson, H. V. Kaltenborn, Gabriel Heatter and Elmer Davis by special radio transcriptions available to theatres from 20th Century-Fox. The radio spots also feature unearthly "Theremin" music which adds to the realistic quality of the announcements. Recordings of this music are also available for lobby sound effects.

●

America's top funny men will take time out from manufacturing "yocks" and "boffolas" to attend a series of previews of the United Artists picture, "Mr. Peek-A-Boo," featuring the English-speaking French comic, Bourvil. Under the auspices of the Gag Writers Institute of America, such top-bracket laugh makers as Joe E. Lewis, Milton Berle, Sid Caesar, Jerry Lester, Robert Q. Lewis, Phil Silvers, Ken Murray, Arthtur Godfrey, Danny Kaye, Eddie Cantor and others will check up on the surprising qualities of the French comic, who, among other things, can "walk" through walls. It is not known what changes this new revelation will make in the basic charter of the Gag Writers Institute.

WALTER BROOKS

Review

"The Sea Hornet"

(Republic)

A SEA-DIVING adventure story, "The Sea Hornet" has been made along standard lines to meet the requirements of its class. The hard-hitting role portrayed by Rod Cameron is the picture's main asset. Others in supporting roles are Adele Mara, Adrian Booth and Chill Wills.

The action gets underway when Cameron's partner, James Brown, is lured away by Miss Mara to blow up some old underwater wreck. Brown gets killed on the job and immediately Cameron suspects dirty work. His investigations that follow are marked with danger and intrigue of a formula nature. It develops that the sunken ship contains a gold treasure as well as the skeleton of its former skipper, who was murdered. Naturally when Brown dived to the ship and learned these facts he had to be killed. Jim Davis turns out to be the villainous mastermind, and what ensues is a nip-and-tuck battle between him and Cameron. Among the picture's highlights are the underwater plunges with all the attendant dangers. The two women who cross Cameron's path are Miss Mara and Miss Booth. The former Cameron suspects of complicity in the skulduggery but she turns out to be honest and genuine; the latter Cameron doesn't even think of suspecting, but she turns out to be at the very heart of the sordid doings. From this knowledge it is easy to see which girl Cameron favors in the happy ending.

A Herbert J. Yates presentation, it was directed by Joseph Kane who also was associate producer. Gerald Drayson Adams did the screenplay. Running time, 84 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

TV World Series In Denver Theatre

Theatre television has taken the jump on home TV out in Denver, where John Wolfberg's Broadway Theatre will telecast the 1951 World Series exclusively in that city. Denver is not yet served by a TV station.

Installation of General Precision Laboratory's Videofilm Theatre TV system in the Wolfberg house in time for the baseball classic was announced here by National Theatre Supply at the Theatre Owners of America convention in the Hotel Astor yesterday.

Set Trade Show for Trad Theatre TV

ASBURY PARK, N. J., Sept. 24.—A trade showing of the Trad Television Corporation's new "full-screen" theatre television set, designed to sell for $5,850, will be held here Thursday afternoon at Walter Reade's St. James Theatre, it was reported here yesterday by Victor Trad, company president.

The set, which is said to produce a 20-foot by 15-foot picture from a 65-foot throw, was installed at the St. James Theatre for the Robinson-Turpin fight, and will be used tomorrow Wednesday night for the Saddler-Pep bout.

Trad said the demonstration will include an off-the-air pickup and a micro-wave pickup so that a comparison can be made by viewers. The theatre will be closed to the public during the demonstration period, from two to four P.M. Taxi service between the Asbury Park Railroad Station and the theatre will be provided, with attendance by invitation.

The set is being exhibited currently at the Theatre Owners of America convention in New York's Hotel Astor.

Notre Dame Game 1st TNT Contest

The Notre Dame-Indiana football game will kick-off the fall theatre TV football program in the East this Saturday, Theatre Network Television disclosed here yesterday. It will be followed on Oct. 6 by the Princeton-Navy game.

TNT, which is arranging the schedule with the National Collegiate Athletic Association, stated that a list of theatres carrying the games will be disclosed shortly.

Following the first two games, TNT will select the game of the week for the network throughout the season. These football games, slated to test the drawing power of theatre television and the effect on stadia box-office, will mark the first network of exclusive theatre telecasts of football contests.

Colleges taking part include Navy, Army, Yale, North Carolina, Maryland, Pennsylvania State, Colgate, Boston University, Princeton, Pittsburgh, Fordham, Columbia and Dartmouth.

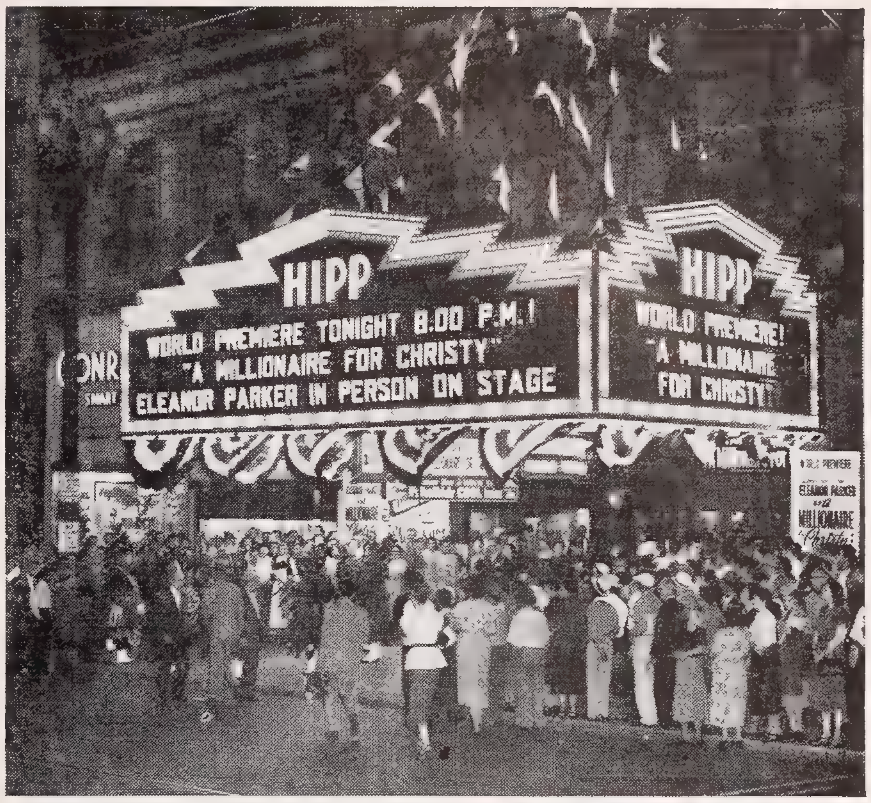
"DAVID AND BATHSHEBA" CROWDS MOB THE ORPHEUM THEATRE, IN OAKLAND, CALIF. AS EVERY RECORD FALLS BEF

SPEAKING OF PICTURES . . .

20th Century-Fox Pictures are bringing the crowds back to the theatres of the world

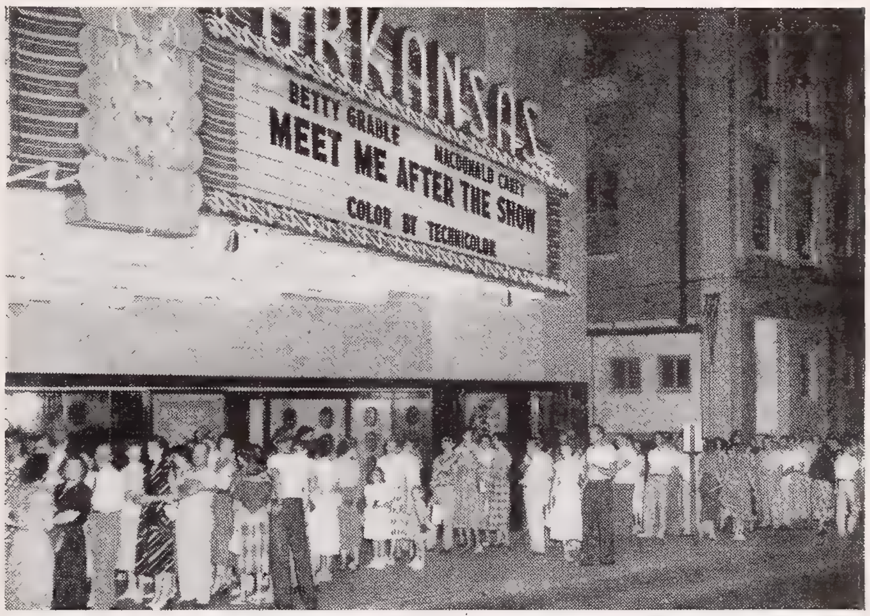
"PEOPLE WILL TALK" LINES UP BIGGEST DAY'S GROSS IN THE HISTORY OF ROXY, N.Y.C. AND THEY KEEP COMING.

TECHNICOLOR SPECTACLE. THE GOLIATH OF THEM ALL.

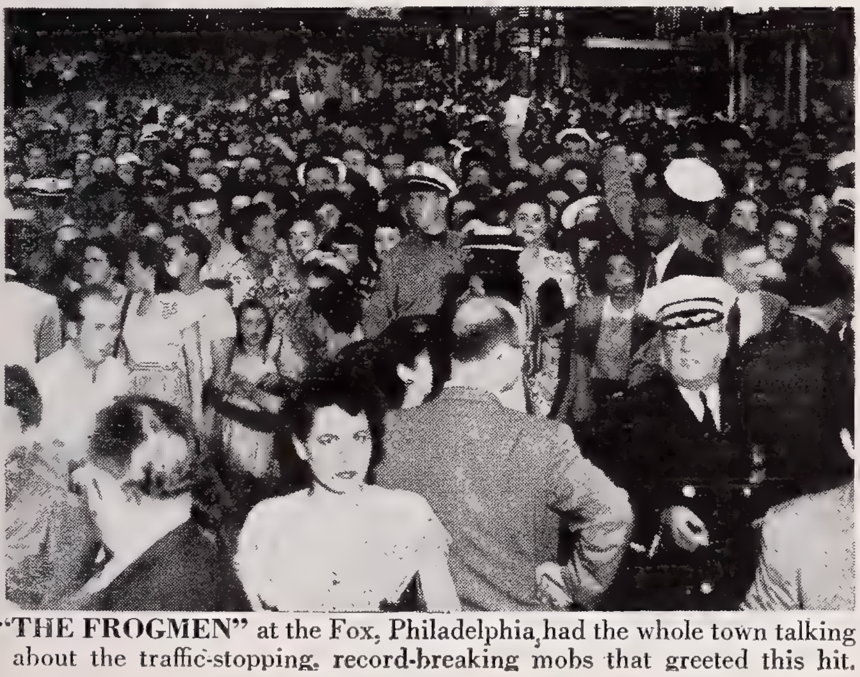

HIPP
WORLD PREMIERE TONIGHT 8.00 P.M.!
"A MILLIONAIRE FOR CHRISTY"
ELEANOR PARKER IN PERSON ON STAGE
HIPP
WORLD PREMIERE!
"A MILLIONAIRE FOR CHRISTY"

"MILLIONAIRE FOR CHRISTY" takes Cleveland by storm. Gala premiere at the Hipp sets the pace for 200 theatre Midwest launching.

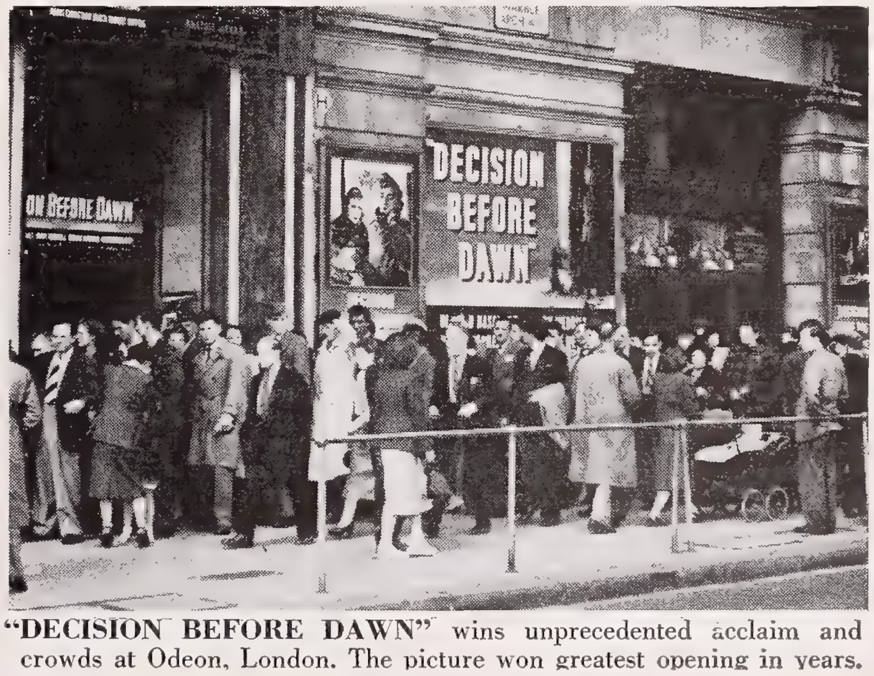
"ON THE RIVIERA"—the Danny Kaye Technicolor musical at the Odeon, London, creates a Yankee mob scene on England's staid sidewalks.



"MEET ME AFTER THE SHOW" at Arkansas Theatre, Little Rock, hits new high as crowds turn out for the Grable Technicolor smash.



"THE FROGMEN" at the Fox, Philadelphia, had the whole town talking about the traffic-stopping, record-breaking mobs that greeted this hit.



"DECISION BEFORE DAWN" wins unprecedented acclaim and crowds at Odeon, London. The picture won greatest opening in years.

Adelman Again Asks Transfer of Suit

WILMINGTON, Del., Sept. 24.—Federal District Court Judge Rodney has taken under advisement a motion by two Texas circuits and eight major distributors to transfer to Texas two anti-trust suits brought against them here.

The suits, against the distributors and Interstate Circuit and Texas Consolidated Theatres were brought by I. B. Adelman and the Tivoli Realty Co. Damages sought total $3,000,000.

The Texas Circuits

The distributors and the Texas circuits contend it would be more convenient to have the case tried in Texas. Judge Rodney once before ruled he lacked power to transfer the suit, and the matter went to the U. S. Supreme Court, where it was finally ruled that Rodney had the power to transfer the suits if he found the Texas courts a more convenient place for the case. The latter question was argued before Rodney earlier this week.

Mesibov to Talk to Advertising Club

BOSTON, Sept. 24.—The Advertising Club of Boston reported today that Sid Mesibov, director of exploitation for Paramount Pictures, will replace Jerry Pickman as guest speaker at their luncheon-meeting to be held at the Hotel Statler here tomorrow. Pickman was unexpectedly called to the Coast for conferences.

Merchandising With Films

Mesibov will discuss unique merchandising with motion pictures. Other speakers will be Maurice Wolf of the public relations department of Metro-Goldwyn-Mayer, who will outline the nation-wide promotion planned for October of "Movietime U. S. A." Arnold Van Leer, New England publicity director for Paramount, will speak briefly. The luncheon-meeting will honor the motion picture industry.

Extra $50,000 for United Jewish Fund

Almost $50,000 extra was raised for the United Jewish Appeal on "T-Day" when amusement industry leaders gathered in his office for special telephone solicitation of contributors who had not yet given for 1951, Barney Balaban, president of Paramount Pictures, revealed here yesterday. Samuel Rosen of Fabian Theatres, and Abe Schneider of Columbia, are co-chairmen of the UJA drive in the amusement field.

Among the "T-Day" volunteers, in addition to Balaban and Rosen, were Si Fabian, Tom Murtha, Harold Rinzler, Bernard Brooks, Julius Collins, Robert Goldfarb, Charles Moss, Irving Greenfield, Arthur Israel, and Max Seligman.

Ben Rose Here Tomorrow

Ben Rose, former Eagle Lion representative for the United Kingdom and Continental Europe, will arrive on the *S.S. Queen Elizabeth* tomorrow, Wednesday (26th). Rose is establishing his own organization in London to represent independent producers and acquire independent product available for his territories. He will contact producers here and in Hollywood during his two-week stay.

Wolfson, Skouras Set Goal

(*Continued from page* 1)

serve the industry by serving themselves first through the solving of major problems together.

Grover A. Whalen, representing Mayor Impellitterri, who is on a European trip, welcomed the delegates to New York. Invocation was pronounced by Dr. Ralph W. Sockman, pastor of Christ Church here.

Wolfson related his early reluctance to accept the presidential post, because of his feeling that he could not spare the time to do it justice. He was persuaded by Sam Pinanski, retiring president, he said, who convinced him that the crisis in the business today demanded the sacrifice necessary.

Have A Great Opportunity

"I feel that exhibitors have a great opportunity to serve their country and the people in the current international emergency," Wolfson said. "I have a personal opportunity to be of service to the industry and this organization and to my fellow exhibitors in taking this post. I will do the very best I know how and with your help I feel we can succeed.

"If we fail, we fail in our duty to our country to provide needed entertainment in a period of emergency."

Skouras expressed his belief in the future of the industry, relating that he had weathered four periods of trial since entering theatre business in 1914.

Voicing his confidence in the future of theatre television, Skouras said he is confident showmen will provide any entertainment the public wants, whether in motion pictures or great television programs.

Skouras scored high rental terms for films, saying exhibitors today can't pay them.

He, too, called upon the membership to cooperate with the administration in making a year of accomplishment for TOA.

Sam Rinzler, introduced by Fabian as the "dean and Mark Twain of New York exhibitors," delighted his audience as usual with stories pertaining to his business. He cited as evidence of a new trade era the fact that people now are heard saying they went to the movies last night or last week, instead of "I can't remember the last time I went to the movies."

Fabian expressed thanks to Mrs. Leonard Goldenson and Mrs. George Dembow and others in charge of entertainment for the delegates' wives.

Announcement was made that John Balaban will preside at an open forum to be held Thursday, final day of the convention. The presidents' dinner, to be attended by heads of all companies, with the exception of two who are out of town, will close the convention.

Registrations neared the 500 mark yesterday afternoon. Heavy attendance at the trade show was marked throughout the day. Delegates had an open evening last night. Tonight there will be a Show Boat party, courtesy of Coca-Cola.

"Chick" Lewis outlined for the convention delegates the many preparations that were made for their business and social activities.

Fabian concluded the first convention business session with a vigorous appeal for "the answers" to the problems which the various committees will tackle.

"I am here," he said, "to get the answers regarding home and theatre television." He said if the convention "comes up with the right answers" in these areas "it will be a success." He applied similar reference to the studies which will be made of various other problems, including arbitration, building controls, 16mm. and distributor-exhibitor relations.

Pinanski Confident Of Theatre Future

Confidence in the industry's future, a theme that finds complete support among delegates to the Theatre Owners of America annual convention at the Hotel Astor here, was voiced by Sam Pinanski, retiring president, in his address to the opening session yesterday.

"We are unified as never before in our history and we know we are going," Pinanski told the convention.

"We know that the economic stability of our industry is dependent upon more and more, better and better pictures, and good relations with our customers.

"We know that the tremendous investment in motion picture negatives can only be amortized through the 20,000 theatres in America and the thousands of other theatres throughout the world. The equivalent of such a potential income for our producers is nowhere else to be found."

Pinanski directed the convention to "take a look at the array of greatly improved product recently released, and take courage from the results obtained by that product at the box office, even in areas where business is greatly depressed. The results are a reality in the face of all the competition for the amusement dollar."

"This specific experience," he said, "is not only stimulating to the producers, but gives them first-hand knowledge of the pulse of the public as it pertains to their current likes and dislikes in motion picture entertainment."

Pinanski reminded the convention of the possibilities of theatre television of the future "when most of the theatres in America have been equipped with efficient television sets at reasonable cost."

He scored politicians and others who question the right of theatres to bid for popular entertainment and events on an exclusive television basis, pointing out that they are the property of the producers and promoters and can be sold to anyone in a free, competitive market.

Pinanski lauded the "Movietime, U. S. A." campaign, expressing his confidence that every exhibitor will find it the "most stimulating and heart-warming experience that you showmen have had in many a day."

He praised the accomplishments of the Hollywood seminar in July sponsored by the Council of Motion Picture Organizations and expressed the belief that it will aid in the modernization of theatres and the preparation of the industry for a new era.

Conditions for the immediate future, with full mobilization of the nation in prospect, are always reflected in patronage of theatres by the public, Pinanski reminded. "That the theatre is not found delinquent in its obligations when this time arrives, is the obligation of every man in our industry," he said.

National Theatres In on 'Movietime'

Los Angeles, Sept. 24.—National Theatres, which up to now has not been participating in the "Movietime, U. S. A." effort will begin using the "Movietime, U. S. A." slug in all newspaper advertising, plus using posters, screen trailers, etc., it was learned from a circuit spokesman.

IBC Labels Arena TV Plan 'Remote'

The possibility of fight arenas being hooked up across the country in a television network, showing top bouts in competition with theatres, was labeled "remote" by Harry Markson, managing director of the International Boxing Club.

He said the idea has been forwarded to the IBC, the organization which books top bouts, but it has yet to be seriously discussed. To his knowledge, Markson said, no arena has put in an order for television equipment and the possibility of the IBC promoting such an idea "is a long way off." But, Markson continued, the arena proposal is one of many ideas including Phonevision, which the IBC will consider.

Although he described the long-term commitments of IBC as "fluid," he added that "our relations with Theatre Network Television have been amicable up to now and it may be that the whole situation may develop along those lines."

Film Wage Panel Holds Meet Here

A five-hour meeting on wages of film talent workers was held here by the special three-man committee named by the Salary Stabilization Board to recommend salary control policies.

Attended by Neal Agnew, Roy Hendrickson and Phillip Siff, a conference spokesman said details of what transpired at the meeting will be withheld until an announcement is cleared by the full Board in Washington, expected in about a couple of days.

Bartlett, Tomack, Cory Form Company

HOLLYWOOD, Sept. 24.—A new producing company, Daward Productions, has been founded by Richard Bartlett, David Tomack and Gilbert Cory, who were formerly active in television.

The independent firm, which has rented studio space at Eagle Lion Studio, plans to make three "A" features within the year, for undetermined release.

Shugrue with Rogers Campaign Drive

Ned Shugrue has become national campaign director of the Will Rogers Memorial Fund drive, replacing Nicholas J. Matsoukas, who next Monday will complete his one-year term and will resume as advertising, publicity and special campaign director of Skouras Theatres here.

Welcome!
"TOA IN NEW YORK!"
Read all about
"AN AMERICAN IN PARIS"!

MOST HONORED! MOST PUBLICIZED!

M-G-M's TECHNICOLOR MASTERPIECE

An American In Paris

82,992,017 MAGAZINE READERS SOLD BY EDITORIAL ENDORSEMENT!

Just a few tributes and they're still coming:

"MOVIE OF THE WEEK"
Look Magazine, readership 18,453,000

"FIRST SELECTION"
Good Housekeeping, readership 9,971,000

"SUPER-MUSICAL"
Life Magazine, readership 18,212,477

"RECOMMENDED PICTURE"
Woman's Home Companion, readership 6,424,000

"PICTURE OF THE MONTH"
Seventeen Magazine, readership 2,500,000

"PICTURE OF THE MONTH"
Redbook, readership 4,304,283

"MEDAL FOR OUTSTANDING MOVIE"
Parents' Magazine, readership 4,294,721

"BEST MUSICAL OF THE MONTH"
Cosmopolitan, readership 3,898,000

"PICTURE OF THE MONTH"
Coronet Magazine, readership 9,261,381

"PICTURE OF THE MONTH"
American Magazine, readership 5,673,155

Plus 154,198,164 MAGAZINE READERS SOLD BY M-G-M's BIG AD CAMPAIGN!

Appearing in these magazines (*many in full color*)— American · Look · Collier's Life · Saturday Evening Post · McCall's True Story · Ladies' Home Journal · Parents' Modern Screen Stories · Movieland · Screen Guide · Motion Picture · Cosmopolitan Seventeen · Redbook · Good Housekeeping Woman's Home Companion

TOPPED BY GIANT NEWSPAPER AND RADIO PROMOTION!

Naturally you
must attend the

TRADE SHOW OCT. 5th!

M-G-M presents "AN AMERICAN IN PARIS" · To the Music of GEORGE GERSHWIN *· starring* GENE KELLY *· and introducing* LESLIE CARON *· with* OSCAR LEVANT *·* GEORGES GUETARY *·* NINA FOCH *· Color by* TECHNICOLOR *· Story and Screen Play by Alan Jay Lerner Lyrics by Ira Gershwin · Directed by Vincente Minnelli · Produced by Arthur Freed · An M-G-M Picture*

Keynote

(*Continued from page* 1)

2) Multiple runs with its attendant problems of clearance and print supplies.

3) Determination in New York of national sales terms for important pictures.

4) Demands for increased film rentals concurrently with the observance of "Movietime, U.S.A."

5) Need for a system of industry arbitration.

6) Methods for attracting to theatres those who attend infrequently.

7) Television.

Obviously, if the convention attends to all of those topics, and the others to which committees were appointed yesterday, TOA will be up to its ears in trade practices for the next three days.

Walter Reade, Jr., heads up the convention committee on exhibitor-distributor relations, under which most of the trade practice subjects will come. That and other committees will begin meetings at the Astor today. A number of sales managers have been invited to attend the meeting of Reade's committee and answer questions designed to aid the committee in formulating its recommendations. Al Lichtman of 20th Century-Fox and Robert Mochrie of RKO Pictures were among those whose acceptances had been received up to yesterday.

Mitchell Wolfson, newly elected president of TOA, heads the television committee. Other committees and their chairmen are: drive-in theatres, Jack Braunagle; public relations, Earl J. Hudson; national legislation, A. Julian Brylawski; state and local legislation, Morris Lowenstein; 16mm. competition, Sam B. Kirby; concessions, Harold Fitzgerald; "Movietime, U.S.A.," Pinanski; building and safety codes, Henry Anderson; legal advisory council, Herman Levy, and theatre equipment and maintenance, R. H. McCullough.

All committees were scheduled to complete reports by tonight in order that they will be available for convention discussion and action starting tomorrow morning.

Every exhibitor delegate at the convention is a member of one or more of the committees, either by his own choice or by assignment.

Sounding a keynote of optimism, which he said has characterized every TOA convention to date, Starr said there "is every indication that the fall and winter will bring a steady flow of superior box office pictures and that the general level of business will continue to improve."

This cheerful outlook was apparent on all sides in and about the convention rooms. There was a minimum of pessimistic talk to be heard, and crying towels were noticeable by their absence. There was serious concern for current and future developments, to be sure, but it was characterized almost entirely by an attitude that the problems are on the way to being solved and confidence and determination are the qualities most needed to complete the job.

"The rather drastic decline in box office patronage that made itself felt during the first half of this year," Starr told the convention, "has happily been halted in most sections of the country, and there is every reason for optimism for the future."

Harmony among all segments of the industry is a laudable objective, Starr observed, "but that is not our objective here," he added. "There are problems to be solved and we are here to consider them," he said, citing the "evil of competitive bidding." as the "most pressing at the moment."

Problem Can Be Solved

That problem can be solved, he said, but has not been "because some of the distributors find it to their pecuniary advantage not to do so. Only in those rare instances where competitive bidding seems to be the only alternative to litigation can its use be justified. In all other instances we must regard its use as an act of bad faith on the part of the distributor."

"This convention will definitely concern itself with your problems that arise from competitive bidding," Starr said.

The granting of "multiple equal clearances, aggravated by the continued shortage of prints," was scored by Starr as a problem "with no promise of relief whatever." He said there are situations in which "20 theatres have the same clearance break for which the film exchange can supply only eight prints."

The setting of national sales policy in New York on important pictures is done without knowledge of individual situations around the country, Starr charged, and results in "some exhibitors making a handsome profit, while others suffer losses." Reluctance to entrust local selling to branches, Starr said, indicates a lack of confidence by companies in their field sales personnel.

Starr called for a search by the convention for facts concerning reports that some distributors are demanding increased film rentals concurrently with the opening of the "Movietime" campaign. "There are exhibitors present," he said, "who can give us the correct answer."

Citing the endless accumulation of anti-trust suits in the courts, Starr said "there is no hope short of arbitration that this condition will be alleviated."

"It will never get better until a remedy is found that does not make use of the courts," he said. "We have every reason to believe that a preponderant majority of exhibitors and exhibitor groups are wholeheartedly in support of such a system (of arbitration). The issue cries out for a clear and forthright statement of willingness or unwillingness from the distributors, a statement that will be entirely devoid of evasion and double talk."

Starr urged the convention to give its attention to winning patronage from those who seldom attend theatres, the important audience segment which, he said, is inappropriately referred to as "lost."

"They are in no sense lost," he said. "We have simply failed to develop advertising techniques that will enable this audience to distinguish the pictures they want to see from the pictures they do not want to see."

On television, Starr cited TOA activities in the field and the work of its officers on the subject. "We have consistently urged," he said, "that television produce its own pictures separately and apart from those produced for motion picture theatres. Our television policy has been to bring theatre television into motion picture theatres, not to replace fine motion pictures."

GPL Telecast Test At TOA Convention

Film recordings of telecasts made on General Precision Laboratory's Video Recorder are a feature of the National Theatre Supply theatre TV exhibit at the TOA show at the Astor Hotel here. The Video Recorder is the key unit in the GPL videofilm theatre TV system. The telecast image is transferred to 16mm film and processed through high speed equipment for showing in less than 60 seconds.

Big Audience Hears 'Movietime' Show

A radio audience, measured in terms of many hundreds of thousands, last night listened to the kick-off event of "Movietime, U. S. A.," the hour-long Lux Radio Theatre show, "It's Movietime U. S. A.," carried over a CBS nationwide network of 166 radio stations.

SIMPP Dept.

(*Continued from page* 1)

The sub-committee will report its recommendations to the distribution committee which, in turn, will report these to the SIMPP executive committee on the Coast. The final decision will rest with the executive group.

The Society is determined to take a more active interest in the foreign field in behalf of its members, Arnall said. The goal is more revenue for the producers and, at the same time, additional financing for the SIMPP, he said.

Arnall said he will meet soon with John G. McCarthy, chief of the international division of the Motion Picture Association of America, to discuss the pending film agreement with Spain. SIMPP, he said, would be a co-signer with MPAA of any such agreement.

Palfreyman Rites

(*Continued from page* 1)

iform zoning and clearance plan for Michigan and a central shipping bureau for films. He also formed the first Film Board Credit Committee. He published the first annual directory of theatres and promoted the New Film Exchange Building in Detroit during the same period.

Palfreyman served as secretary of the MPPDA's Title Registration Bureau in addition to heading the trade relations department.

In the early days he was auditor, comptroller and purchasing agent of J. H. Kunsky Theatrical Enterprises, Detroit. He later was a salesman with Goldwyn Distributing Corp. and an assistant branch manager of First National Pictures, Detroit.

He is survived by the widow, Mary Palfreyman.

Exhibitor, Distributor Seminar Is Sought

TOA directors discussed and commended the July industry seminar held in Hollywood but some expressed regret yesterday that no arrangements have yet been made for a similar meeting of exhibitors with distributors.

"There was no area of discord, and a meeting of the minds on many questions, between exhibitors and producers," one said of the seminar.

Fifth Amendment Plea at Red Probe

HOLLYWOOD, Sept. 24—Carl Foreman testified before the House Un-American Committee he had signed a loyalty oath Sept. 11, 1950, as a member of the Screen Writers Guild board, but pleaded the Fifth Amendment to questions as to whether he was a member of the Communist Party any time before that date or to clearly define his present status.

HOLLYWOOD, Sept. 24.—SWG president Karl Tunberg said that Foreman's action is not on the agenda for tonight's regular meeting of the guild board, since the Guild has his non-Communist oath. Foreman's associates in Stanley Kramer Productions said they had no comment.

Gamble Scores Bids, Upped Admissions

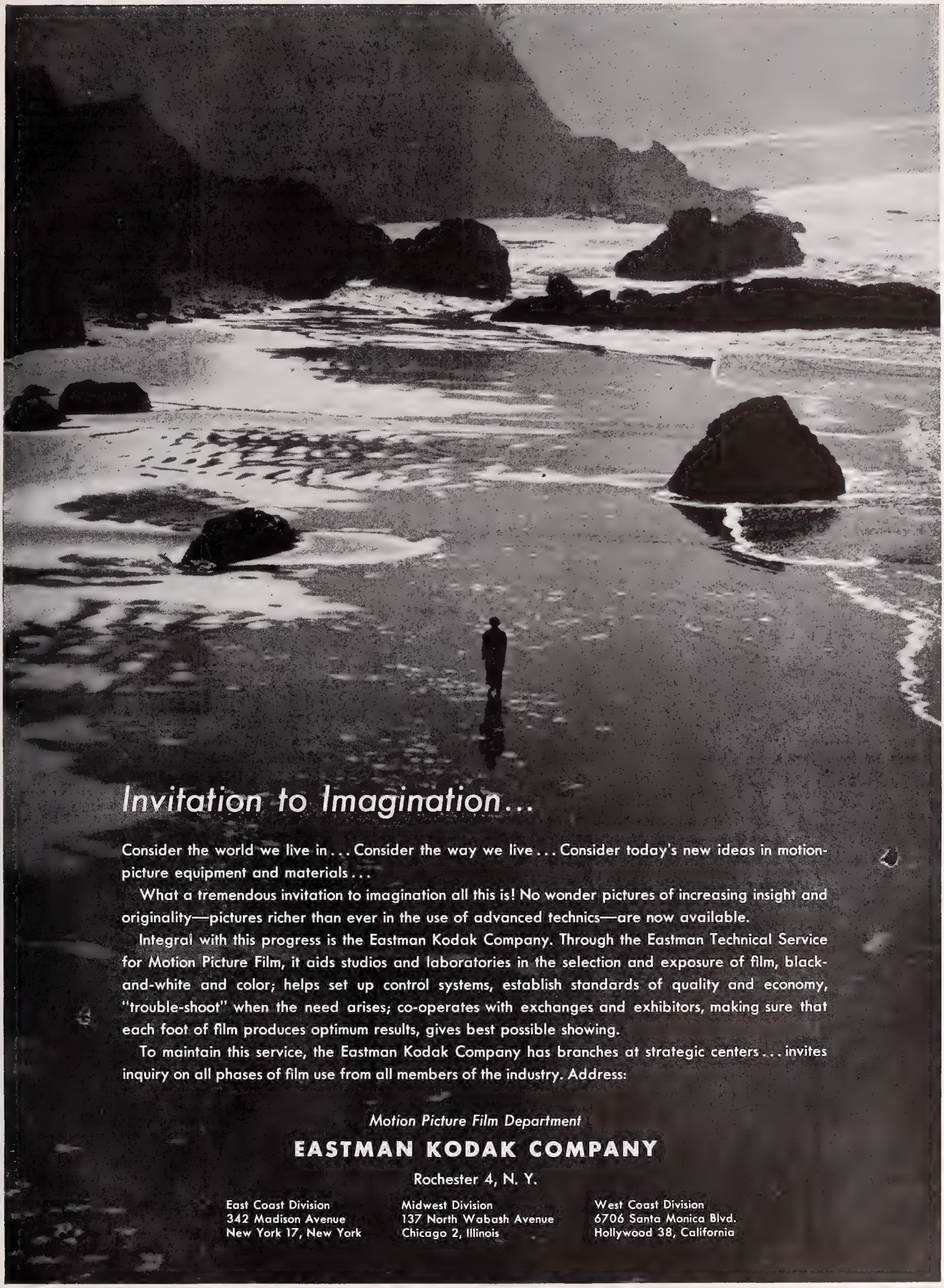
The current Theatre Owners of America convention is the most important in the organization's history, Ted R. Gamble, former president, told the opening session yesterday, "because exhibitors are at the crossroads, and if they don't settle their problems now they may not be around to settle them later."

He urged convention attention for trade practice problems, in particular abuses of competitive bidding, "only five per cent of which has a legitimate purpose," Gamble charged. In all other instances, he said, it is simply a device for increasing film rentals.

Gamble also hit at current efforts to obtain higher film terms, asserting that exhibitors are contributing to the "Movietime, U.S.A." campaign to help improve business for all segments of the industry and cannot pay higher rentals, also.

"We have reached the point of diminishing returns," Gamble said, "and cannot be squeezed further."

Gamble also scored current efforts which he said are being made by some distributors to get increased admission prices, recounting that one distribution executive had told him his company regretted it had not sold two recent hits on such a basis. Gamble said he reminded the executive of how much the pictures, sold on the usual basis, had done for the stabilization and encouragement of the industry, only to be met with the rejoinder that the company in question did not regard the welfare of the industry as its own responsibility or that of any other single company.



Invitation to Imagination...

Consider the world we live in . . . Consider the way we live . . . Consider today's new ideas in motion-picture equipment and materials . . .

What a tremendous invitation to imagination all this is! No wonder pictures of increasing insight and originality—pictures richer than ever in the use of advanced technics—are now available.

Integral with this progress is the Eastman Kodak Company. Through the Eastman Technical Service for Motion Picture Film, it aids studios and laboratories in the selection and exposure of film, black-and-white and color; helps set up control systems, establish standards of quality and economy, "trouble-shoot" when the need arises; co-operates with exchanges and exhibitors, making sure that each foot of film produces optimum results, gives best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

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Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

TOA Directors Elect Wolfson, Charles Skouras, Sullivan

(*Continued from page* 1)

urer, J. J. O'Leary, Scranton, Pa.; co-chairmen of the national finance committee, Nat Williams, Thomasville, Ga., and Leonard H. Goldenson, president of United Paramount Theatres.

Salaried Officers Reelected

Gael Sullivan and Herman M. Levy, TOA's only salaried officers, were reelected executive director and general counsel, respectively.

As soon as the new slate, as presented by the nominating committee, was elected, the place of the mid-winter meeting of the TOA executive board was designated as Los Angeles. The meeting will be held between January and March, with the specific date to coincide with whatever date is set for the next Council of Motion Picture Organizations seminar on production problems, according to Sullivan. He said Washington was designated as the place for holding the next annual meeting of the executive board, with a date to be set in the near future.

The directors, at their meeting yesterday, agreed that it would be desirable for TOA to approach Allied States Association before the latter's convention here Oct. 28-Nov. 1, in an effort to secure "unification of exhibition" on the subject of arbitration.

Wolfson Suggests

Wolfson suggested to the board that the TOA exhibitor-distributor relations committee headed by Reade be charged with making the overture to Allied. He conceded that such overtures made in the past were "cloudy," which perhaps explains the lack of action on TOA proposals for an exhibitor-distributor conference to determine whether a system of arbitration could be established in the industry.

Skouras told the directors he believed industry agreement on certain areas of arbitration could be reached. Wolfson, emphasizing that any such system would not embody "compulsion," told the trade press in a post-meeting interview that an industry arbitration panel, whether made up of industry or non-industry members, would give "small theatres a place to go and get justice." With the arbitrators' jurisdiction limited to prints, runs and clearance, he pointed out, the "small exhibitor" could have his "day" without having to go to court.

Mitchell Wolfson

A. Julian Brylawski of Washington, TOA legislative committee chairman, reported evidence which indicated the tax exemption provisions of the pending Revenue Act would be limited in their application to non-profit organizations so as to obviate the possibility of "wildcat" activities which would hurt theatres competitively.

Wolfson said TOA "feels it has accomplished one of its major objectives" with the inclusion in the House and Senate versions of the bill permission to charge students admission prices that are in-between those applying to adults and to children, while at the same time the students' admissions are subject to only the normal tax rate. He said the directors received a report on this also from Brylawski.

Wolfson and Sullivan pointed out that the victory with respect to the student admissions was won in consequence of a united exhibitor effort. Some 40 individuals, including Abram F. Myers, Allied general counsel, were in the forefront of the campaign, they reminded.

Addresses Board

Sullivan addressed the board on the success of the recent experiment in the field of Civilian Defense training through the use of theatre television. He said that it should serve the industry well as an argument when the time comes to present the case for theatre television frequencies to the Federal Communications Commission. The public service value of theatre television may have to be impressed on the public through theatre trailers as one means of combatting the efforts of interests which contend that exclusive theatre television programming is an unfair form of trade, Sullivan said.

Sullivan gave the directors a report on the first COMPO seminar held in Hollywood, and Pinanski and Williams presented their reactions regarding the round-table conference. All spoke favorably of the value of the seminar and said they hoped the next such meeting would clarify further the issues involved.

Skouras told the directors the Los Angeles board meeting would be open to all TOA members who would care to attend. "This is not an exclusive club," he said, "so all who have problems should come."

Skouras on Compo

Skouras' personal opposition to the Council of Motion Picture Organizations is well known in the industry. However, his election is not expected to alter TOA's existing commitments to COMPO. Asked by reporters whether National Theatres is supporting COMPO's "Movietime U. S. A." campaign, Skouras replied "we'll do the best we can."

Many Utilize Free Chest X-Ray Service

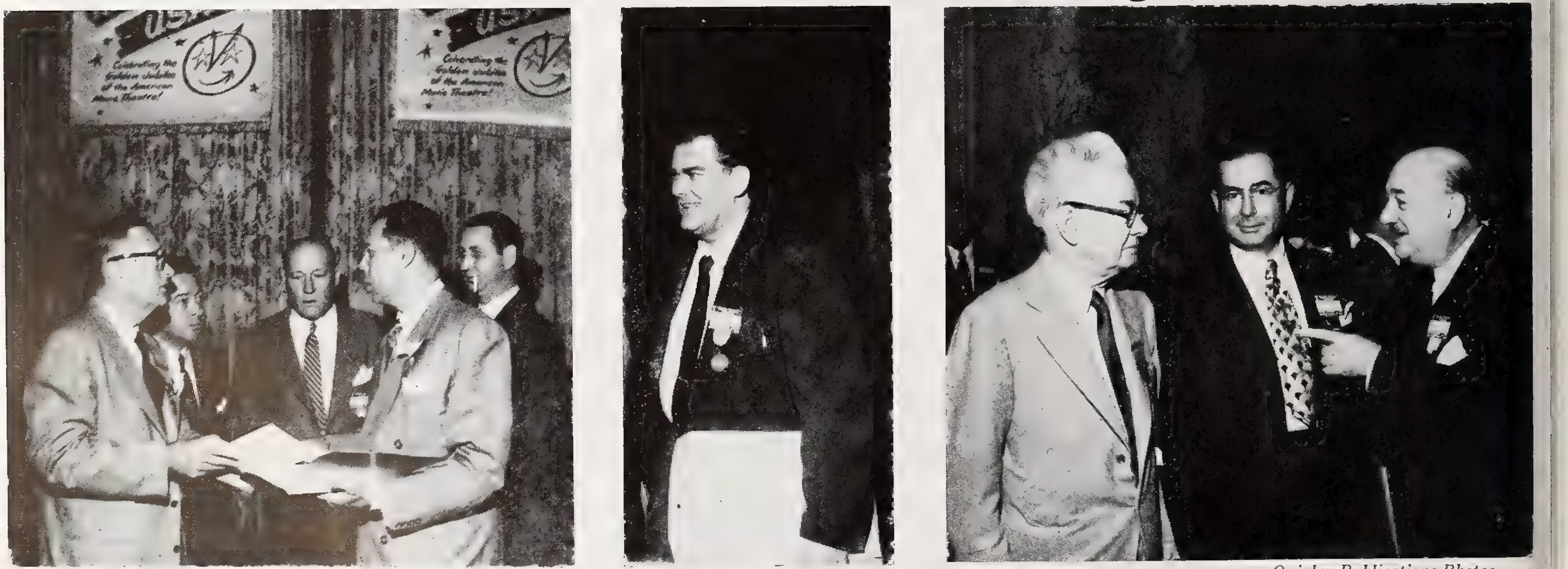
One of the biggest attractions at the Theatre Owners of America convention in the Astor Hotel here yesterday, apart from the well-attended trade show and exhibit, was the free chest X-ray service of the Variety Clubs-Will Rogers Memorial Hospital in cooperation with New York's Health Department.

More than 1,000 free X-rays were made, with waiting lines extending from the booth throughout most of the day. (Donations to the Hospital were generous, too.) The free X-ray service is available to all employes in the entertainment industry, as well as conventioneers, and will be continued through today.

TOA Delegates Wives Meet Film, TV Stars

A group of film and television stars headed by Faye Emerson, Dorothy Malone, Vanessa Brown and John Ireland yesterday afternoon were guests of the wives of Theatre Owners of America convention delegates at a tea at Toots Shor's here. Mrs. Leonard Goldenson is chairman of the committee in charge of ladies' entertainment.

TOA Leaders and Members Assembling for Meeting



Quigley Publications Photos

Photographed as the board of directors of the Theatre Owners of America was about to meet here yesterday at the Hotel Astor prior to the full convention assemblage were, left to right, above: Mitchell Wolfson, Ted Gamble, Elmer Rhoden, Walter Reade, Jr., Myron Blank, Gael Sullivan, Ed Fay, Arthur Lockwood and Sam Pinanski.

SATURDAY'S HERO

Millions of teen-agers will cheer John Derek in this probing, powerful story of big-time college football. For its outspoken message, timeliness, and exciting unusual theme, we've named it SEVENTEEN's PICTURE OF THE MONTH for October ...choice film fare for our 2,500,000 girl- readers and their dates.

seventeen

the entertainment magazine for young women in their teens

It's TOA-Time, New York

By RED KANN

THE villain of the Houston convention showed up early at the Hotel Astor yesterday as the TOA conclave began to assume stride. Television was on everyone's mind in Texas last year. It's that way in New York this year.

Yet, time has made a difference. In Houston, exhibitors went into the shakes whenever TV was mentioned. They're not quite so nervous now, although nervous enough.

There seems to be a conviction afloat in Times Square that television can be harnessed to the existing theatre structure if exhibitor thinking is clear, definitive and forthright. Just what elements may be said to constitute that brand of thinking remain to be seen but the Fabians, the Wolfsons and the Pinanskis among the TOA big wheels are convinced that ways will be found. Sample quote from Si Fabian: "There are no human problems that human brains working together cannot solve."

•

Aimed squarely at producers who are, or intend, flirting with television was Sam Pinanski with this: "We know the tremendous investment in motion picture negatives can only be amortized through the 20,000 theatres in America and the thousands of other theatres throughout the world. *The equivalent of such a potential income for our producers is nowhere else to be found."* (Italics added).

Answering, and effectively, the politicians who seek to convert theatre TV into a political football, Pinanski centered on the Turpin-Robinson bout. ". . . the fight was a private venture, staged for private profit . . . I know of no legal requirements that private property be given free to the public."

•

Alfred Starr, whose company is Bijou Amusement and whose home town is Nashville, made an impression as the keynote speaker. Among his keynotes, scheduled for committee attention today, convention action later: Competitive bidding, clearance and print shortages, national sales policies, arbitration, capture (or recapture) of mature audiences.

Competitive bidding began to shape up early as one of the focal points of the convention. Starr was severely critical of the main stream of distributors. Ted Gamble was no less so. Look for action on this count.

•

It was never fully rounded out, but several references to the policies of distributors in relation to releases reaching the market during "Movietime, U.S.A.," were registered in the early stretches yesterday afternoon. Starr made one reference and Gamble another, both suggesting in thinly veiled language that hiking rentals during an all-out industry campaign was hardly the time. "Let the leaders put their selfishness behind them, if only temporarily," was how Gamble put it.

In an observation which apparently was unrelated, Charlie Skouras lashed out on his own. His remarks about arbitrarily fixed percentage terms regardless of run were pointed, barbed and obviously to his audience's liking.

Lobby checkups on the state of business found scattered exhibitors in general agreement that the box-office is reflecting better times.

Harold Field, president of Pioneer Theatres, operating in Iowa: "It's better in TV towns than last fall when business went off when the coaxial cable reached Omaha and Des Moines. We decided we had to sell harder, did just that and got results. True, product is better this year, although I must deplore the practice of most distributors who insist on overselling. Their contagion infects the exhibitor who passes it along to his public which usually finds the product rarely lives up to the extravagance of the claims made for it. The practice ought to be curtailed."

Morton G. Thalhimer, president, Neighborhood Theatre, Inc., operating in Virginia: "The boxoffice is stronger because the product is better. All sorts of reasons may be advanced to explain the ups and the downs, but, in the final analysis, the product tells the story. There is not—there cannot be—any replacement for the product."

•

The sudden passing of Dave Palfreyman came as a shock to many who knew him. Death came to him at his home in Angola, Ind., on Sunday.

Dave was widely known in exhibitor ranks up and down the land through his many years with the Hays (Johnston) office. Liked and respected everywhere, he was as welcome at Allied conventions as he was at the TOA-predecessor parleys.

While Palfreyman was out of the business, he had never lost interest in it or his heart for it. Only a few days before his untimely death, he wrote this correspondent of the possibility of a return—as secretary of the Independent Theatre Owners of Ohio succeeding the late Pete Wood. It would have meant reunion with the business "I like best of all."

•

For some unexplained reason, Pinanski wore Sam Rinzler's badge, and vice versa. Rinzler, introduced by Fabian as the "Mark Twain of exhibition", kidded the previous speakers. "I was scared," he said. "Fabian went to Harvard. Pinanski lives near Harvard. Starr is really Harvard. Gamble probably went to ten schools like Harvard. But when I heard Skouras, my heart began to grow. After him, I can sound like Harvard, too." Fabian on Starr: "Harvard man. Graduated *summa cum laude*, Phi Beta Kappa, Oxford. Was studying for doctorate in mathematics when, poor fellow, his father left him 57 theatres." Starr to Fabian: "I make it an inflexible rule never to deny anything." . . . "I promised the sales managers who will appear at the exhibitor-distributor discussions they will be our guests and will not be insulted," observed Fabian. "Did you make the promise they won't insult the exhibitors?" kidded Rinzler in return. . . . Unexpected visitor: Pete Harrison, here from Hollywood on his first trip in almost three years. . . . Elmer C. Rhoden, Fox Midwest president, over that minor-scale California accident and looking fit.

Thanks, SEVENTEEN, for your salute to SATURDAY'S HERO. Starring John Derek and Donna Reed as the girl he loves, this distinguished film goes behind the headlines to tell the football story never told before. SEVENTEEN predicts it will thrill Young America; we predict its boxoffice will thrill exhibitors as well.

SATURDAY'S HERO

a Sidney Buchmon Production Presented by

COLUMBIA PICTURES

NAVAJO HORDES ON THE VENGEANCE WARPATH . . . AS DESERT SANDS RUN SCARLET!

The border's bloodiest battlefield flares into fury again . . . when frenzied redskins storm the U. S. Cavalry's tiny outpost . . . while women and children cringe in terror!

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VIRGINIA **GREY** ANDY **DEVINE**
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and introducing **TERRY GILKYSON**

composer of "Cry of the Wild Goose," singing: "HOOFBEAT SERENADE," "BALLAD BANDELIER," "THE GIRL IN THE WOOD," "EVERYONE'S CRAZY 'CEPTIN' ME" and "JITTERY DEER-FOOT DAN"

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SOMETHING *NEW* FOR WESTERNS!
Music, songs, ballads actually a part of terrific thrill action!—including that top hit—"I WISH I WUZ".

Produced and Directed by IRVING ALLEN

Screenplay by SID KULLER

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 61 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 26, 1951 TEN CENTS

TOA Meet Hits Print Shortage

Outlook for More Copper Is Better

By CHARLES L. FRANKE

While taking a dim view generally of the controls placed on equipment and construction materials, the Theatre Owners of America convention committee on theatre equipment and maintenance at its meeting here yesterday was given reason to believe an increase would be achieved before the end of the year in the allocation of copper for use in carbon manufacture.

The hopeful note was struck by David B. Joy, general sales manager of National Carbon Co., who warned the committee, which is expected to file a report at the convention busi-

(Continued on page 9)

Says F. & M. Has No Right to Intervene In UPT-ABC Merger

WASHINGTON, Sept. 25.—The Federal Communications Commission staff has urged the Commission to deny the petition of five theatre companies to intervene in the hearings on the proposed merger of United Paramount Theatres and American Broadcasting Co., it was learned here today.

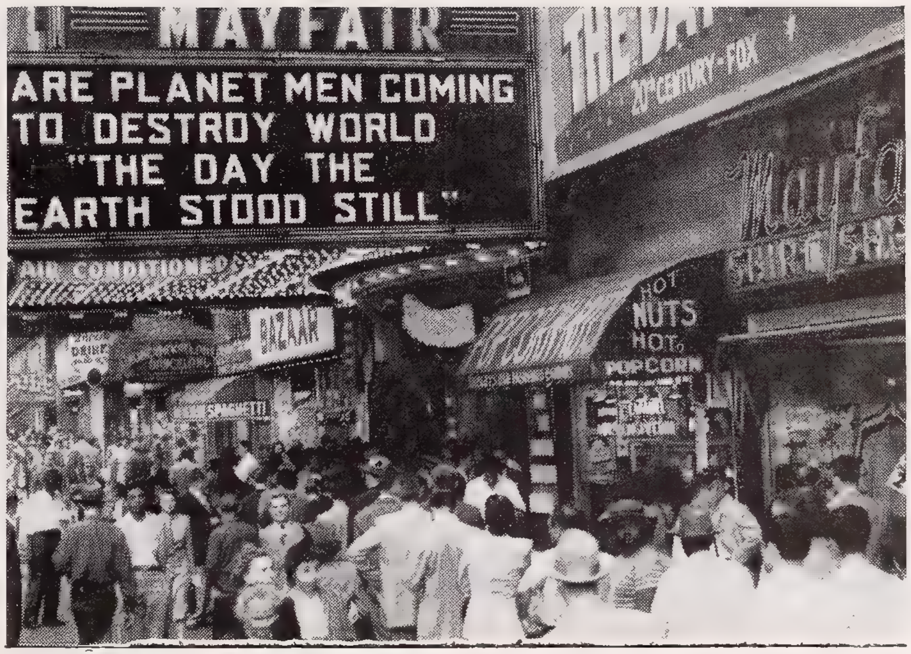
Four of the five companies are part of the Fanchon and Marco operations. The fifth is not affiliated with F. and M. The staff, it was reported, has told

(Continued on page 10)

UPT Forms Midwest Theatre TV Net

Five United Paramount Theatres in three cities will form a Midwest theatre television circuit for the Notre Dame-Indiana football game this Saturday which will also be picked up

(Continued on page 10)


MAYFAIR
ARE PLANET MEN COMING TO DESTROY WORLD "THE DAY THE EARTH STOOD STILL"
20th CENTURY-FOX
AIR CONDITIONED
BAZAAR
HOT NUTS HOT POPCORN

THE CROWDS ARE BACK—THANKS TO 20TH: New York moves to the Mayfair Theatre as "The Day the Earth Stood Still" makes out-of-this-world boxoffice news with crowds and more crowds waiting eagerly to see the interplanetary thriller!" *ADVT.*

Theatre Ticket Sales Heavy For Fight Telecast Tonight

Another sell-out for tonight's exclusive theatre telecast of the Saddler-Pep world featherweight championship fight was virtually assured last night as many theatres selling reserved seats reported land-office business.

Telecast from New York's Polo Grounds, the bout will be carried in 16 theatres in 12 cities, the 17th theatre, the Michigan, in Detroit, dropping out of the planned network. TV rights were purchased from the International Boxing Club by Theatre Network Television which paid a reported $10,000, while $100,000 was said to have been paid by RKO Pathe Pictures for film rights.

General admission prices of theatres will vary from $1.20 to $2.00.

As to ticket sales, RKO Keith's in Washington, D. C. reported yesterday that 50 per cent of its seating capacity alreadv was sold, while in Philadelphia, the Stanley Theatre earlier in the week neared a sell-out on the first day its ads appeared in local newspapers.

(Continued on page 11)

Pro-Compo Report By TOA Unit Due

A report taking a generally favorable view of the Council of Motion Picture Organizations is scheduled to be submitted tomorrow to the Theatre Owners of America convention at the Hotel Astor here by the TOA committee on COMPO, headed by Morton G. Thalhimer, it was indicated yesterday following a meeting of the newly-formed committee.

Suggestions for future activities, particularly in the field of industry public relations, were discussed at the committee meeting. The industry press

(Continued on page 9)

Distribution Heads Tell TOA Meeting Exhibitors Must Solve It Themselves

By SHERWIN KANE

A concentrated attack by exhibitors from all sections of the country on multiple runs with their accompanying clearance and print shortage problems, marked the Theatre Owners of America trade practice forum attended by major company distribution heads at the Hotel Astor here yesterday.

The complex problem was presented with sufficient emphasis to make it apparent that leading exhibitors in widely separated sections of the country regard it as one of the most important, if not the most important, to be placed before the TOA convention.

The distribution executives of six major companies who were present discussed it with a seriousness comparable to the exhibitors' but insisted the solution to it, if one is to be found, lay with the latter.

Exhibitors must agree among themselves either to split product or to cease demanding shorter clearances and advanced runs which lead to multiple runs of the same pictures and to print shortages, they said.

One distribution executive after

(Continued on page 8)

Schwartz Outlines Exposition Plans At TOA Luncheon

The several hundred Theatre Owners of America Convention registrants who attended a "Welcome to New York" luncheon at the Hotel Astor here yesterday received from Fred J. Schwartz, chief barker of the New York Variety Club tent, a rundown on the plans which are in the making for a "Movietime U. S. A." exposition next spring.

Schwartz informed the gathering

(Continued on page 6)

It's Profit-Time, U. S. A. With Great Paramount Hits Like: GEORGE STEVENS' PRODUCTION OF A PLACE IN THE SUN

Personal Mention

LEON S. SNIDER, managing director of the Snider and Dean theatre circuit in Sydney, Australia, will arrive here today from England on the *S.S. Queen Elizabeth.*

•

CONNERY CHAPPELL, editor of *Picturegoer,* British fan publication, is in Hollywood from London, and will come to New York shortly.

•

HAROLD ZELTNER, president of the Chicago Salesmen's Union, is in New York with his family for a two-week vacation.

•

MAURICE N. WOLF, exhibitor relations field representative for M-G-M, will speak before the Lion's Club today at Bangor, Maine.

•

FOSTER M. BLAKE, Universal Pictures' Western sales manager, left New York yesterday for Des Moines and Minneapolis.

•

ANNA ELLMER, office manager for Loew's Theatres' advertising-publicity department here, is vacationing in Canada.

•

STEVE BROIDY, Monogram-Allied Artists president, will leave Hollywood today for Chicago.

•

DICK BRETT, Universal-International's comptroller for Continental Europe, is in New York.

•

HARRY M. POPKIN, producer, is in New York from Hollywood.

Souvaine Lining Up More Product

Charles Amory, sales vice-president of Souvaine Selective Pictures, will leave here for England today to set up release arrangements for that company's "Alice in Wonderland" and to acquire additional product for distribution in the U. S.

Meanwhile, Souvaine has acquired the French film, "Journal d'un Cure de Campagne" ("Diary of a Country Priest"),for distribution in the United States. The film was directed by Robert Bresson from the novel by the French author, Georges Bernanos.

Realart Franchise Holders Meet Here

John Mangham, Realart's Atlanta franchise holder; Milton Dureaux of the New Orleans exchange, and Nelson Wax, Philadelphia franchise holder, were in New York this week conferring with Budd Rogers about sales and distribution of the four new Jack Broder productions: "The Basketball Fix," "Two Dollar Bettor," "Bride of the Gorilla" and "The Bushwhackers." They also discussed the marketing of Realart reissues.

Crockett Named Ad Head

C. John Crockett has been appointed Eastern advertising manager of *Coronet Magazine.*

Chances for Passage of Senate Tax Bill Improve

WASHINGTON, Sept. 25.—Chances of the House-Senate Tax Conference approving the Senate Finance Committee's version of the admission tax exemptions grew very bright today when it was learned that Rep. Burr Harrison (D., Va.), author of the original provision in the House bill, is supporting the Senate version.

The Finance Committee version keeps the tax on all motion picture showings and much more tightly defines what constitutes religious, educational and charitable groups eligible for tax exemption on other types of entertainment.

While Harrison will not be on the tax conference, his views, as author of the original House amendment, will have considerable weight with the House conferees. Two Representatives who will be on the conference have already told MOTION PICTURE DAILY that "if Burr okays it, it will be okay with us."

It is also significant that three of the four House Democrats who will be on the conference voted against the Harrison amendment when it was offered in the House Ways and Means Committee originally, and therefore presumably would favor the more restrictive language of the Senate bill.

"I feel the Senate Finance Committee definitely improved my amendment," Harrison said today. "I realize now that there could definitely have been abuses under my language, and the Senate language will prevent those abuses. I don't think a movie showing should ever be tax free—no matter who shows it—as long as theatres are taxed.

"I don't think anything with professional entertainment should be tax free. What I was trying to help were the little benefits to raise money for the Red Cross or a new church wing or a Legion post, and the small high school football games. I think the cost of collecting taxes there is more than the taxes."

Zee, Margolies and Ratto Are Shifted

Allan Zee has been named manager of Loew's Capitol Theatre in Washington by John Murphy, in charge of the circuit's out-of-town theatre operations. Zee served for a number of years as producer of stage shows at the Capitol, New York. He will succeed Joel Margolies who shifts to Loew's Palace, Washington. Angie Ratto, long-time manager of the Palace, who has been ill, will act, temporarily, as relief manager for Loew's Washington theatres.

Boston Ad Club Honors

BOSTON, Sept. 25.—Over 150 members of the industry in New England attended a Boston Advertising Club luncheon-meeting here today honoring the motion picture industry on its 50th anniversary. Every major theatre circuit, independent exhibition, buying and booking offices as well as distribution were represented.

Phonevision Seeks Permanent Permit

Washington, Sept. 25.—Zenith Radio Corp. will within the next few days ask the Federal Communications Commission to authorize Phonevision and other forms of "subscriber vision" on a permanent basis.

Zenith, in a petition to the FCC will ask permission to conduct early hearings. The company will argue that its test of Phonevision in Chicago early this year was successful, and proved the new service should be made permanent.

U-I Will Discuss Single Film Sales

Universal Pictures will hold a series of meetings of its bookers and office managers in New York, Chicago, St. Louis and Los Angeles starting Friday to interchange experiences which have prevailed since the inauguration of single picture selling several years ago, C. J. Feldman, domestic sales manager, reported here yesterday.

The first of these meetings will be held at the Hotel Warwick in New York on Friday and Saturday, Sept. 28-29 to be attended by Alfred E. Daff, director of world sales, Feldman, Irving Sochin, assistant to Feldman and F. T. Murray, manager of branch operations.

Sochin will preside at subsequent meetings and Murray will handle discussion of procedures. The schedule calls for subsequent meetings at the Drake Hotel in Chicago, October 5-6; at the Sheraton Coronado, St. Louis, Oct. 12-13, and at the Ambassador, Los Angeles, Oct. 19-20.

Universal Expands In the Far East

Milton M. Schneiderman has been named managing director for Universal International in Japan by Alfred E. Daff, director of worldwide sales for the company. Daff also reported here yesterday that the company's Far Eastern division setup has been reorganized to include Japan once again.

This brings another territory under the direction of U-I's Far Eastern and Eastern Asia supervisor, Herbert Tonks, who, for the time being, will continue to make his headquarters in Singapore. He will eventually move to Tokyo, U-I's central office for the Far Eastern division before the war. Tonks arrived in New York last Monday, for conferences with U-I executives.

Schneiderman has been with U-I since 1944, when he joined the Washington exchange as office manager. In 1946 he was made assistant to the Eastern sales manager at the home office.

Newsreel Parade

PRESIDENT TRUMAN meeting De Gasperi and a report from Korea are current newsreel highlights. Other items include the Al Jolson Memorial, Allied maneuvers and sports. Complete contents follow:

MOVIETONE NEWS, No. 78—Washington hails DeGasperi. Greece and Turkey admitted to North Atlantic pact participation. Eisenhower sees Allied maneuvers. Fires ravage Northwest. Gas blast rocks Rochester. Ford Frick, baseball commissioner. Football. "Hell-drivers."

NEWS OF THE DAY, No. 208—Eisenhower sees Allied armies in maneuvers. Mustangs strafe Reds in Korea. Memorial to Al Jolson. Forest fires ravage Northwest. Pilotless bomber. Mayor Impelliterri sees Rome. Football. Fair daredevils.

PARAMOUNT NEWS, No. 11—Men and weapons. People you're reading about: President Truman, Henry Morgenthau, Jr., Ford Frick. Memorial to Al Jolson. Cantinflas, Mexican comedian, fights bull.

TELENEWS DIGEST, No. 39 — King George VI ailing. Queen Juliana opens Parliament. Forest fire sweeps State of Washington. Japan signs peace treaty. Ford Frick named baseball commissioner.

UNIVERSAL NEWS, No. 494—Korea report. Forest fires rage in Washington. Trade fair in Greece. President Truman meets De Gasperi. Al Jolson memorial unveiled. Lady hell-divers. Sports: football.

WARNER PATHE NEWS, No. 13—Northwest forest fire. Korea fighting. Allied maneuvers. Air Force films. President Truman honored at Israel bond drive meeting. Al Jolson Memorial. Washington hails De Gasperi. Ford Frick baseball commissioner Football.

Seadler to Head NCC Meet Today

Silas F. Seadler, advertising manager of Metro-Goldwyn-Mayer, and temporary chairman of the promotional committee of the National Conference of Christians and Jews, has called a meeting for today of all home office advertising managers and others, the session to get under way at noon in the board room here of the Motion Picture Association of America.

Purpose of the meeting is to elect a permanent chairman for the group as well as to hear details from Seadler of the industry campaign to be undertaken on behalf of the National Conference of Christians and Jews. Seadler attended the organizational meeting last week of the NCCJ, at which Spyros P. Skouras accepted the leadership for the industry.

Attending today's meeting will be Sid Blumenstock, Maurice Bergman, Al Corwin, Lynn Farnol, Gil Golden, Paul Lazarus, Jr., Barret McCormick, Harry McWilliams, Nick J. Matsoukas, Sterling Siliphant, and Max Youngstein.

Robert Libson, 31, Circuit Executive

CINCINNATI, Sept. 25.—Robert J. (Bud) Libson, 31, vice-president of Mid-States Theatres, died in Jewish Hospital Saturday. He had been in failing health for about a year.

The widow, Gertrude Harlands Libson, and an infant son and daughter, survive.

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"The Show Goes On!"

Act 1—The Press Book
Act 2—The Radio Show
Act 3—The Ad Campaign
—and now

ACT 4—

"THE STAR TOURS"

Continuing our united industry's celebration of

"IT'S MOVIETIME, U.S.A."

STARS OVER AMERICA!

Personality Tours Commence Oct. 8th

THE FACTS:

1. VISITS TO 48 STATE CAPITALS AND WASH., D. C.

Units (of from 5 to 7 people) consisting of the most prominent persons in the acting, directing, producing and writing divisions of the industry will appear at each of the 48 state capitals and Washington, D. C., Monday, October 8th.

2. MORE THAN 250 VOLUNTEERS ON TOUR

There will be more than 250 people involved—all of them *volunteers* working for *you!* Their messages will not be their recent successes but their entire concentration will be on "It's Movietime, U. S. A."

3. COVERING AS MANY TOWNS AS POSSIBLE

From the State Capitals by plan of the local state committee the units will proceed as a whole or will be broken into smaller units to cover as many towns as possible within the period between Monday, October 8th and Saturday, October 13th.

4. SATURDAY, OCT. 13TH IS THE FINAL DAY

All volunteers have been promised that Saturday, October 13th, means return to the various studios and their important jobs of making "Movietime" an all year round realization. There will positively be no deviation from this for any reason.

5. BUT THERE'S NO END TO "MOVIETIME, U. S. A."

This is only the beginning! The show will go on! This industry has proved it can do a great job working hand in hand, unselfishly, sincerely! In unity there's strength! "Movietime, U. S. A." will continue all year long!

Raking In The Dollars With

First 50 dates matching sensational
Rhubarb's got every critic right in

"HIGHEST RATING!" —*N. Y. Daily News*

A PERLBERG-SEATON PRODUCTION
RHUBARB
STARRING
RAY MILLAND and JAN STERLING
WITH GENE LOCKHART
AND RHUBARB
PRODUCED BY
WILLIAM PERLBERG AND GEORGE SEATON
DIRECTED BY ARTHUR LUBIN
SCREENPLAY BY
DOROTHY REID AND FRANCIS COCKRELL
BASED ON THE NOVEL BY H. ALLEN SMITH

"Clever dogs and mules have paraded across the screen. Now Rhubarb steals the play from them."
—*N. Y. Daily Mirror*

"Everybody has fun!"
—*Brooklyn Eagle*

"Very funny film."—*M.P. Herald*

"Solid boxoffice hit."
—*Showmen's T. R.*

"Novel, delightful!"
—*Film Bulletin*

"Every laugh-trap in the gagman's lexicon." —*Daily Variety*

ERLBERG AND SEATON'S

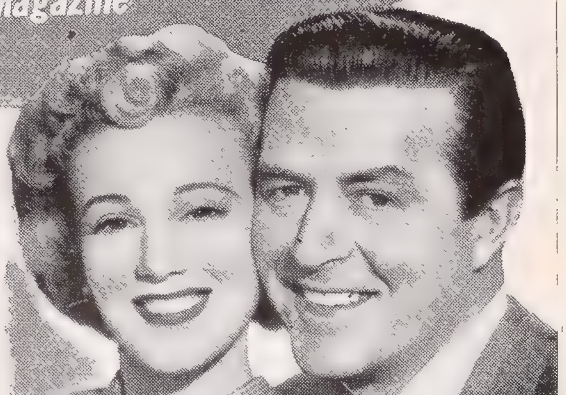
UBARB

p CATegory PURRformance!

lobe engagement, New York, where

ne palm of his paw–with raves like:

"FAST, FUNNY AND FULL OF BELLY LAUGHS!" —*Newsweek Magazine*



Hilarious! Right in the spirit of H. Allen Smith who thinks the funniest thoughts in our land." —*N. Y. World-Telegram*

Surprise fade-out is a howl!" —*Hollywood Reporter*

Will attract strong audiences." —*Film Daily*

Will land in the better money." —*The Exhibitor*

AND FROM THE MAN WHO KNOWS GREAT MOVIES BEST:

"RHUBARB is terrific. A half dozen grandchildren and Mrs. DeMille and I never stopped laughing!"
—Cecil B. DeMille

Paramount

will soon mail you a special booklet describing the exploitation campaign that rocked New York. And every ticket-selling stunt can be duplicated everywhere!

TOA Committees to Report Tomorrow

All Theatre Owners of America convention committees will submit their reports to the convention delegates at tomorrow's general business session instead of today's, as originally planned, it was reported here yesterday afternoon by Gael Sullivan, TOA executive director.

Schwartz Outlines

(*Continued from page* 1)

that a committee of New York exhibitors, including himself, Joseph Vogel, Sol Schwartz, Leonard Goldenson and Max A. Cohen, soon will make a trip to the Coast to confer with studio executives on the plans.

The luncheon, which was under the chairmanship of Samuel Rosen, Fabian Theatres vice-president, featured "Welcome to New York" addresses by the Variety Club tent chief, and Edward Rugoff, president of the Metropolitan Motion Picture Theatres Association, and Harry Brandt, president of the New York Independent Theatre Owners Association.

Brandt took the occasion to commend TOA's efforts looking toward the establishment of an industry arbitration system and to assail a non-industry organization called the Fair Practices Television Committee. Also, he called for the merger of all exhibitor organizations into a single theatre owners association.

Said the Exposition

Schwartz said the exposition as envisioned for New York's Grand Central Palace here would ultimately travel to 20 other key cities. He described the exposition as one which would demonstrate for the public every step taken in the production of a film from the writing of the script to bookings by theatres.

The primary purpose of the exposition, Schwartz said, will be to "increase the public's respect for the industry."

Humor was the principal substance of addresses by Samuel Rinzler, New York circuit owner, and Nat Williams, executive of Interstate Enterprises of Thomasville, Ga. Rinzler entertained with humorous anecdotes, and Williams, handling in behalf of Robert Wilby, the TOA response to the welcome from the New York exhibitor leaders, drew roars of laughter when he said his earlier, none-too-favorable opinion of New York and New Yorkers was proven, in consequence of the convention, to be as wrong as the opinions of *Life* Magazine. New York exhibitors, he said, "are the greatest in America."

As luncheon chairman, Rosen introduced industry executives on the dais as New Yorkers of the highest type. They included Mrs. Leonard Goldenson, whose accomplishments as chairman of the ladies activities for the convention he praised, and S. H. Fabian, whom he lauded for his work as convention chairman.

Others on the dais were: Herman Levy, Robert Weitman, Chick Lewis, Joseph Vogel, Leonard Goldenson, Walter Vincent, Edward Fabian, Maurey Miller, Walter Reade, Jr., Rinzler, A. J. Balaban, George Skouras, Charles Skouras, Samuel Pinanski, Fred J. Schwartz, Mitchell Wolfson, Gael Sullivan and Edward Rugoff.

It's TOA-Time, New York

By RED KANN

THERE they were in the East Ballroom of the Hotel Astor—Rodgers of Metro, Lichtman of 20th-Fox, Montague of Columbia, Schwalberg of Paramount, Mochrie of RKO and Feldman of Universal, seated behind a green-baize covered table like a covey of sitting ducks. Or so, at least, thought a lot of those sprawled out in front of them.

Sitting ducks because as the vice-presidents and/or general sales managers of their companies, there they faced almost 150 exhibitors presumably full of questions and beefs about onerous sales policies, exorbitant film rentals, print shortages and what have you.

This was the open meeting of TOA's exhibitor-distributor relations committee potentially loaded with fire and brimstone. The fire and brimstone were there after a fashion, but neither commodity got the play which the circumstances made possible if the inquiring exhibitors had seized their opportunity, which most of them did not.

In fact, it was on the polite side. The sales managers of all national distributors except Warner, United Artists, Republic, Monogram and Lippert were on the sucker end of the target range, but the aim was variable and the shots mostly muted.

•

The vastly vexatious problem of clearances, long standing nemesis of every sales manager in the business, came in for a pretty good airing. The sales managers, in the main, defended their positions and their decisions by falling back on the law which fixes the establishment of fair or unfair clearances on the distributor. By individual answers to specific questions they combined to point out:

1. Competitive bidding was a pain in the neck, was not to their liking, did not have their support.

2. Clearances keep on moving up all over the country because exhibitors insist on it. This brings about situations, described by Rodgers as typical in variable number but prevalent in most cities, where second runs moved from nine a handful of years ago to 22 today and key runs from 14 to 22. This aggravates the print situation, causes shortages and widespread exhibitor dissatisfaction despite the fact that print orders, generally, have spiralled sharply since the decree in the U. S. vs. Paramount litigation was handed down. Thus, according to Schwalberg, Paramount's average has risen from 277 to 400 without actually solving anything because of the accelerated speed with which day-and-date runs sprung up all over the country.

The concluding burden of the distributors' position was this:

The solution, if there is one, resides in the hands of the exhibitors themselves. How? By discouraging theatremen from the temptation of seeking an earlier clearance or a day-and-date run.

This is, of course, a tall order which may sound feasible, but one in which no one placed much faith. Everyone knew, but few voiced it, that once an exhibitor takes either step he is not likely to secede from it. Therefore, the question of what was accomplished by this phase of the back-and-forth discussion took on the aura of a large blank.

•

In any event and while the discussion was decidedly academic, the turnout of these general sales managers was the highlight of TOA's second day. Under way immediately after lunch, other committee rooms were practically deserted. Some of them were deserted throughout the entire day. Public Relations combined with "Movietime, U.S.A." in the absence of Earl J. Hudson. Building and Safety Code drew a complete blank. State and Local Legislation had an attendance of two. Concessions and Drive-Ins drew a substantial morning attendance. Theatre TV was closed to the press which is how Exhibitor-Distributor Relations got going when Walter Reade, Jr., chairman, asked if "we should not throw them (the trade press) the hell out" and ruled reporters could stay, but could not report. No reporter stayed for long.

•

Bob Wilby, the Atlanta firebrand, has no patience with those who think the industry is dying. "We probably never had more than 10,000 or 11,000 real theatres anyway. Now 3,000 drive-ins have been added, or an increase of about 25 per cent. The figures tell their own story," he declared.

Wilby wanted to settle for a few theatres in Selma, his home town, and a couple of others when the Wilby-Kincey circuit sold out to United Paramount. But Leonard Goldenson, UTP president, wanted him to stay on and run the circuit he had been operating for so many years.

"I told him I intended traveling and wouldn't be around much—South America, Europe, Florida and South America coming up again, but Lennie wouldn't listen. Maybe I can persuade him one of these days, but it hasn't happened yet."

•

Harry Brandt took a few thinly disguised cracks at Allied in his address at the luncheon. Describing TOA as the only national organization of exhibitors, he said he "looked in other directions with a great deal of fear," and once more repeated his views about the desirability of one national organization embracing exhibitions of all stripe and ilk.

•

Nat Williams regaled the luncheon with an assortment of amusing cracks. "I'm easily bewildered. In fact, I'm bewildered by Penn Station right here in New York. . . . And I'm as bewildered as a Skouras vocabulary. . . . In the South we discovered the power of corn long before Universal. . . ."

•

One exhibitor registered a complaint about prints. Seems it takes too long to deliver them to his mountain top theatre. Uses horses.

Evans to Boston for 20th

BUFFALO, Sept. 25.—Earl Evans, who at one time was M-G-M exploiter in the Buffalo and Albany districts and who recently has been covering the local exchange area on "David and Bathsheba," has been assigned to Boston to aid Phil Engel in the New England district for 20th-Fox.

Suggest TOA Fight vs. TV Legislation

Organized opposition by exhibitors to new, discriminatory legislation proposed against theatre television by local and state governments and cases to test the constitutionality of such legislation, if enacted, was proposed at a meeting yesterday of the Theatre Owners of America convention committee on state and local legislation.

The committee, of which Morris Loewenstein of Oklahoma City is chairman, is scheduled to report to the convention tomorrow.

The committee points out that legislation recently introduced in Pennsylvania would impose a heavy license fee on theatres within the state which show television programs, and that similar taxes and license fees have been suggested in some other states and in municipalities.

The committee believes that such measures, in most instances, could be effectively opposed by the present legislative organizations of national and regional exhibitor groups. Where such measures may be enacted, however, it suggests the possibility of a test case, sponsored by the TOA, to test the constitutionality of such laws.

On other legislative fronts, the committee found that less anti-industry legislation was enacted on the state and local level during the past year than in many preceding years. It is expected to recommend continued watchfulness on the part of exhibitor legislative representatives that the recent record against adverse legislation may be maintained.

111 Miami Hotels Showed16mm.Films

An instance of 111 hotels showing 16mm. films in the Miami, Fla., area in competition with established theatres was cited at the meeting here yesterday of the Theatre Owners of America convention committee on 16mm. competition. Sam B. Kirby of Little Rock, Ark., was chairman of the meeting.

Most of the films being shown were major company product, some of recent vintage, the committee was told. Following investigation of some of the showings, 12 of the prints in use were seized as "hot."

In drafting its report for the convention, the committee is expected to recommend greater vigilance on the part of both distributors and exhibitors in an effort to reduce 16mm. competition to a minimum.

12-Year-Old Producer

HOLLYWOOD, Sept. 25.—Jimmy Boyd, the 12-year-old actor-singer discovered producing his own show for the American Legion in Riverside, near San Francisco, and signed to a term contract by Abner Greshler, will do a featured role in "King of the Rodeo," which Greshler will make in association with Willard Alexander, Vaughn Monroe's manager.

Whaddaya hear from THE MOB?

solid corner-of-the-mouth stuff . . . fist fights, gunfire, salty dialogue and sexy interludes . . .
—Variety

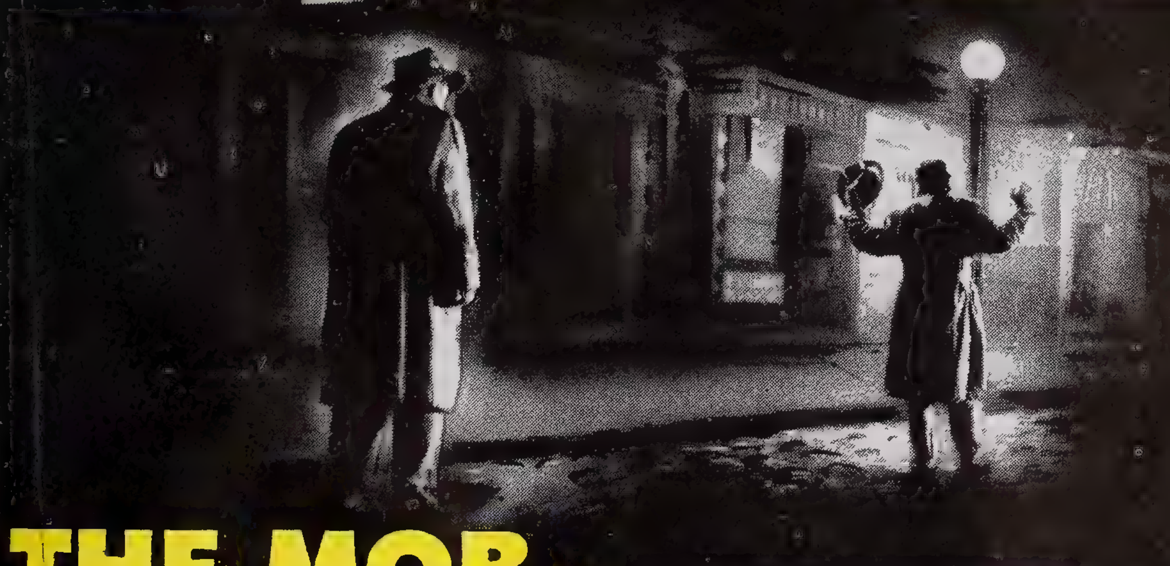
. . . notable for intense dialogue and pertinent handling . . .
—The Film Daily

rough, tough convincing . . . . . . narrative vigor and excitement . . .
—Hollywood Reporter

. . . hardhitting police drama . . . first rate gripping suspense job . . .
—The Film Daily

tensely paced . . . tautly staged climax . . . splendid assortment of bad guys . . .
—Variety

. . . most successful in lightening dramatic load with moments of humor . . .
—Hollywood Reporter



THE COLDEST CREW
SINCE "THE KILLERS"
IN THE HOTTEST HIT
SINCE KEFAUVER

from Columbia!

THE MOB starring **BRODERICK CRAWFORD** with **Betty Buehler · Richard Kiley · Otto Hulett · Matt Crowley**

Screen Play by WILLIAM BOWERS · Based on the Collier's magazine story, "Waterfront" by Ferguson Findley · Produced by JERRY BRESLER · Directed by ROBERT PARRISH

Hit Print Shortage

(*Continued from page* 1)

another, among them Al Lichtman of 20th Century-Fox; Abe Montague of Columbia; Al Schwalberg of Paramount; William F. Rodgers of Loew's-MGM; Robert Mochrie of RKO Pictures, and others, insisted that distributors because of the law cannot refuse demands for runs to which an exhibitor believes his theatre is entitled if he is willing to pay the rental. Nor can they, they insisted, deprive the theatre of such a run without his consent once it has been sold to him.

The resultant shortage of prints has reached the stature of a major economic problem because the maximum number of prints which the distributor can afford to provide, is being provided now and cannot be increased, the distribution executives stated.

Again and again they urged the TOA members to strongly organize, they said, to attempt to find the solution within their own ranks and those of their fellow exhibitors.

Lichtman described one possible avenue of action which, he said, an attorney had advanced as suggesting a possible solution.

That was for exhibitors in a given locality to designate a representative who, with some reputable person not a member of the industry but of standing in his community, would go to the Department of Justice in Washington and submit that multiple runs and the present basis of determining clearances were not in the public interest and request a change in the law. Hope was not expressed that the Department would consent but, it was stated, the way would then be opened for an appeal to the Federal statutory court here for the necessary changes in its decree.

M. A. Lightman, head of Malco Theatres, Memphis, vigorously scored the multiple run problem as one which forced people to stay away from theatres and remain at home to look at television.

"Time after time," Lightman said, "people find the same picture playing at every theatre in their vicinity, and if they do not care to see that picture and are afforded no other choice, we have movie-goers staying at home to see television.

More prints won't solve the problem, Lightman warned. It will spread it to new areas as more and more theatres demand and get earlier runs.

George McKenna of Buffalo had complained earlier of the print shortage in his territory and had urged the distributors to make more prints available.

Schwalberg replied that Paramount formerly found 277 prints adequate for national service and now supplies an average of 400 The economics of the business make it impossible to add many more.

His stand was seconded by Lichtman who said that 20th-Fox also ordered about 400 prints now and that with one-third of the pictures today in color, print costs have increased to $500 and $600 each, or more than $200,000.

Nat Williams of Thomasville, Ga., also urged an increased number of prints for exchanges, arguing that it could mean increased business for distributors to help liquidate the increased cost.

Mochrie responded that as much as he would like to follow that advice, he could "bankrupt" his company by doing it.

"Too many exhibitors want a print at the same time," he summed it up.

Rodgers said that M-G-M is using more prints now than at any time in its history. He reiterated that the problem is basically a legal one, stemming from the imposition by the court decree on distributors of responsibility for proving clearance to be justified. He cited an instance of 22 theatres in one city having the same run that only seven theatres held a short time ago.

"The distributor is helpless," Rodgers said. "He'll be sued if he doesn't grant the exhibitors' demand. It's an exhibitors' problem.

"The distributor eventually will have to tell an exhibitor 'I can't sell to you. I just don't have a print for you'," Rodgers said.

The M-G-M sales head added that the problem cannot be worked out by the distributor and exhibitor jointly because the government would not approve it.

Lichtman related that he had tried to control the situation in Cleveland by allotting eight runs there. It is now up to 20, he said, because the exhibitors left out threatened suit and 20th-Fox had to add them to the original eight.

All distribution executives said that the print problem is met in their organizations by "scrambling." When the heavy, simultaneous demands for prints arise, they are shipped to the localities in which the demands occur from all parts of the country, or withheld from some parts, to meet the demand.

Few complaints were voiced on other topics. Competitive bidding aroused but few irate voices and was defended by the sales executives on legal grounds, to avoid involving their companies in suits.

Charles Skouras, president of National Theatres, Los Angeles, charged that the business is being run by lawyers today and the result is confusion. He declared that in bygone years exhibitors were urged by distributors to build finer theatres as proper showcases for better pictures. We did this, Skouras said, "and put in stages and fine stage shows, too."

"Now we are told that the pictures must be sold to the little theatre down the street unless we meet his price and, being a plain, little theatre, they don't have a big overhead such as ours," said Skouras.

Rodgers replied that the complaints he receives from the Justice Department and others "do not mention price. An exhibitor wants his place in the sun and if he doesn't get it he'll sue."

Rodgers added that lawyers are running only a part of the business and that is because "we were in trouble."

Henry Reeve of Menard, Texas, expressed objection to the take-it-or-leave-it attitude of many film salesmen who decline to negotiate, he said, on the grounds that "New York" wants certain terms and no others.

Rodgers said: "If that's my company, they're not telling you the truth and you can tell them so with my compliments. Our people have local autonomy."

Lichtman said his company follows that policy, too, and volunteered to check on any specific complaint of the kind mentioned by Reeve which was brought to his attention and which concerned a 20th-Fox salesman.

Schwalberg also offered to straighten out any individual complaint of the kind brought to him, asserting "we wouldn't need salesmen if that were the case—I'd send a price list out by mail."

Others on the dais at the trade practice session included Charles Reagan of MGM, Charles Feldman of Universal and William Gehring of 20th-Fox.

The session outdrew all other committee meetings, both morning and afternoon, including the theatre television committee conference. In the afternoon, convention delegates abandoned other meetings until the trade practice committee meeting had a capacity attendance of between 150 and 200.

No questions were asked concern-

(*Continued on page* 9)

Independents, Circuit Heads Mull Mutual Problems

Photographed at the Theatre Owners of America convention, now in session here at the Hotel Astor, were, left to right, above: Charles Skouras and Mitchell Wolfson, newly elected TOA board chairman and president, respectively, and Grover Whalen, Si Fabian, George Skouras and Leonard Goldenson.

Sales Heads Will Hear TOA Plaints

Distribution heads of six major companies yesterday agreed to meet Theatre Owners of America's standing committee on exhibitor-distributor relations to discuss specific complaints and individual problems directed to the committee by TOA members in the future.

The agreement came at the conclusion of the exhibitor-distributor meeting yesterday afternoon. Companies acquiescing were: M-G-M, Paramount, 20th Century-Fox, RKO Pictures, Columbia and Universal. Other companies were not represented at the meeting.

Print Shortage

(*Continued from page 8*)

ing alleged demands for higher film terms concurrently with the "Movietime U. S. A." campaign, although that had received mention in the convention keynote address of the previous day.

The committee discussed industry arbitration system prospects at length during the morning, when the distribution executives were not present and reviewed the action and meetings of the past year or so on the subject. It appears to be agreed that a TOA arbitration committee will approach Allied States representatives prior to their October convention to determine prospects of getting arbitration discussions started again with distributors.

Bill Crockett Ill Here

William F. Crockett, president of the M.P.T.O. of Virginia, underwent an operation at Memorial Hospital in New York this week and, while seriously ill, is able to receive visitors. Many of his friends, here for the Theatre Owners of America convention, have been to see him.

Copper Outlook Better

(*Continued from page 1*)

ness session at the Hotel Astor today, that the views he expressed were "unofficial." He pointed out, however, that the exhibition industry can make an important contribution toward assuring an increase in copper allocation by conducting a concerted drive to collect copper drippings that result from the burning of projector carbons.

It was obvious from the expressions of dissatisfaction by committee members that theatre owners in virtually every section of the country look upon themselves as unduly victimized by control regulations. The committee, headed by Joseph Zaro of Bijou Amusement Co., Nashville, consisted of exhibitors from practically every corner of the U. S. Zaro answered for the meeting delegates a number of questions with respect to interpretation of government regulations.

Supply of Copper

Criticism of the extent to which the reduced supply of copper had affected the illuminating power of carbons was led by Russell H. McCullough, maintenance chief of Fox West Coast Theatres. Many committee members expressed amazement that carbons manufactured in France are provided with thicker coatings than the so-called victory carbons manufactured in the U. S. They were under the impression that France imports copper from the U. S. under lend-lease. Why, they asked, must American-made carbons have the thinner (victory) coatings while those imported from France have heavier coats? One or two members implied that it appeared from this that lend-lease, insofar as the copper supply is concerned, has been functioning at the expense of American manufacturers.

Joy and members of his sales organization, including George H. Mayer who supervises the Southern territory, said they believed a concerted industry drive to collect and return copper drippings would have a "good psychological effect" on the National Production Authority and thus bring about an increase in the allocation of copper for the manufacture of carbons in this country. The committee is expected to recommend to the TOA convention that such a drive be launched.

McCullough said first-rate illumination of theatre screens is especially important today since home television sets are brilliantly illuminated and therefore encourage comparison by audiences.

Zaro recommended the encouragement of "stitch-in-time" maintenance, asserting that repairs made at once will be less costly than later on when deterioration is further manifest. He contended that the NPA controls are not clear in many respects, and make it difficult for an exhibitor to determine whether planned improvements are repairs, maintenance or construction. Today, Zaro said, there do not exist the stockpile of critical materials that prevailed in 1941 and 1942. Hence, the outlook for lifting controls in the forseeable future was not regarded as bright.

The chairman expressed the opinion that states and cities should be made cognizant of the hardships which theatres are experiencing under national controls laws. This would, he believed, cause local governments to relax some of their stringent property maintenance laws at this time, as they felt compelled to do during World War II when material shortages existed. Nathan D. Golden, Commerce Department film section chief, will discuss government controls at today's TOA convention session.

Variety to Entertain

TORONTO, Sept. 25.—The women's committee of the Toronto Variety Tent has arranged an extensive entertainment program for the wives of delegates who will be attending the mid-year International conference here on Oct. 4-6.

Columbia Will Not Sell Films to TV

Policy of Columbia Pictures is not to sell its films to any direct competitor of motion picture theatres and therefore it has no plan to sell films in its vaults to television, Abe Montague, vice-president and general sales manager, told TOA convention delegates yesterday in reply to a question.

"However," Montague said, "it depends on the exhibitors' attitude. If exhibitors are passive about such sales and our competitors were making them, Columbia would do the same."

Pro-Compo Report

(*Continued from page 1*)

was barred from the meeting, but it was understood that other subjects taken up by the Thalhimer group included steps taken with regard to the industry appeal for inclusion on the government's list of "essential activities."

The meeting was addressed by Ned E. Depinet, COMPO president, and Robert W. Coyne, special counsel to the industry agency. The latter has been in charge of the "essential" rating appeal.

The committee sought information on COMPO plans, if any, to secure for the industry an official role in the emergency program. Achievement of such a role, it is understood, was urged especially by Robert Wilby who has expressed disappointment that steps taken over a year ago in that direction were not continued.

New Republic Jap Unit

ALBANY, N. Y., Sept. 25.—Republic Pictures of Japan, Inc., has registered a certificate to conduct a motion picture business in Japan, with head offices in New York. Incorporators are Douglas T. Yates, Charles E. Oberle and Rene A. Durand.

All Segments of Convention Exhibition at TOA

Quigley Publications Photos

National exhibitor organization leaders and delegates representing regional associations in the field are attending the TOA convention here. Above are, from left to right: Herman Levy, Sam Pinanski, Louis Schine, Manny Winston, Gus Lampe, James Coston, Marcus Cohn, Alex Manta, David Wallerstein, Martin Mullin and John Balaban.

UPT-ABC

(*Continued from page* 1)

the Commission that the companies do not show sufficient interest under FCC rules to intervene and have the right to cross-examine witnesses and take full part in the hearings. The staff findings noted there are 18,000 theatres in the U. S., and declared that each has an interest in the merger equal to that of the five companies. If all were allowed to intervene, it was pointed out, the hearings would be endless.

The F. and M. companies could still supply any material they wanted for the record, even without formally intervening, the FCC staff report notes.

Both ABC and UPT asked the Commission to deny the intervention petition. As yet, the full commission has not acted on the staff recommendations, but approval of the staff decision is considered likely.

UPT Theatre TV

(*Continued from page* 1)

in the East by theatres affiliated with Theatre Network Television.

UPT's Midwest network will include the Uptown, Tivoli and Marbro in Chicago; the Michigan, Detroit; and the Radio City in Minneapolis. The deal, which was arranged by Robert H. O'Brien, UPT secretary-treasurer, is understood to carry the following TV rights costs to theatres: 20 per cent of the theatres' gross to the schools and two per cent of the gross to the National Collegiate Athletic Association.

The total number and location of the theatres in the East which will carry the kick-off event for the fall football theatre TV program will be announced shortly by TNT, which joined UPT in booking the Notre Dame game. In Boston, the Pilgrim Theatre disclosed that it will carry the Notre Dame game Saturday and other contests on subsequent Saturdays.

Savini Gets Frank Film

R. M. Savini, president of Astor Pictures, has consummated a distribution deal with W. R. Frank, head of W. R. Frank Productions, for the latter's feature, "A Boy, A Girl and A Dog."

THIS IS A TEASER!
she dances!
she sings!
she makes love!
YVONNE DE CARLO
stars in
"Hotel Sahara"
released thru UA

'Movietime' Plans Move Into High Gear Across the Nation

Industry plans for "Movietime, U.S.A." are moving into high gear, according to additional reports reaching here from across the nation. The stepped-up preparations were a prelude to the national newspaper advertising campaign which is to start Oct. 1.

Four states, North and South Carolina, Oregon and Oklahoma report the completion of state "Movietime" organizations and the naming of committee chairmen.

In the Carolinas

In the Carolinas, H. Everett of Stuart and Everett Theatres, Charlotte, has been named general chairman. In Oregon, Art Adamson, of the Art Adamson circuit, Portland, was appointed state chairman with Al Oxtoby, Warner Brothers branch manager in Portland, as distributor co-chairman. The Oklahoma organization named Morris Lowenstein of Oklahoma City as general chairman and J. C. Hunter, president of Talbot Theatres, Tulsa, as co-chairman.

In Washington, D. C., final plans for the local "Movietime" campaign will be made at a meeting of all committee chairmen on Friday, according to A. Julian Brylawski, head of the Washington project. Eight Hollywood personalities are expected for the kick-off luncheon at the Carlton Hotel on Oct. 8. The National Press Club will honor the Hollywoodites with a reception and dance on Oct. 10, and plans also include a visit to Walter Reed Hospital, Bethesda Naval Hospital and various civic luncheons.

Meanwhile, "Movietime" proofs highlighting current and forthcoming attractions and bearing such slogans as "Go To the Movies Today," already have been sent to all newspapers. Beginning Monday the ads will appear in nearly every daily publication in the nation with a total readership of 53,000,000.

In addition, the New York *Sunday News* with a circulation of 4,000,000 will devote its entire coloroto magazine section on Nov. 11 to the season's new motion pictures.

Editors of Hearst Newspapers

All editors of Hearst newspapers have been alerted to extend every reasonable cooperation possible to local "Movietime" organizations. In Maryland, credit was given to state chairman Jack Sidney for planting stories on the "Movietime" drive in the October issue of "Turf and Sports Digest" and the Sept. 29 issue of "Turf Flash." In Dallas, union film organizations have not only endorsed the campaign but have taken a quarter-page ad in local newspapers urging the public to support it.

In the meantime, news of "Movietime" developments mushroomed on other fronts. In Michigan, a Governor's luncheon has been slated in the state capitol of Lansing for Oct. 8 and a "Golden Jubilee" dinner at the Book-Cadillac Hotel in Detroit on the same evening. Irving Goldberg, partner in Community Theatres, has been named general chairman of the Detroit observance.

In New England, plans have been set for the Oct. 8 Governor's luncheon for Rhode Island, which will be held in the Biltmore Hotel, Providence. The luncheon will be sponsored by the Town Criers of Rhode Island, an organization of 500 business men.

Preparations for the October drive were discussed at a meeting in Hartford, attended by some 200 Connecticut theatremen and film distribution executives. In Dallas, the "Movietime" committee reports that $4,000 has been raised by voluntary contributions from circuit and independent exhibitors as an additional fund for the local "Movietime" campaign.

From Virginia comes a report from W. F. Crockett, president of the Virginia Motion Picture Theatre Association, that the touring group of film personalities in that state will appear in a total of 60 or more communities during the week of Oct. 8.

In Chicago, Filmack Trailers announced that a new "personalized" date-strip including the "Movietime" slogan is now being produced for individual theatre use.

Kalmine and Goldberg Discuss Year-Round Drive

ALBANY, N. Y., Sept. 25.—Harry Kalmine, general manager of Warner Theatres, and Harry Goldberg, director of advertising and exploitation, spoke at a meeting of upstate Warner managers in Syracuse today. Zone Manager Charles A. Smakwitz presided.

Plans were discussed for a year-round campaign on selling pictures, with prizes to be awarded quarterly.

Albany Regional Meet Discusses 'Movietime' Advertising

ALBANY, Sept. 25.—Possibility of placing "Movietime U. S.A." advertising copy in weeklies—present plans call for use in dailies only—was raised at the first regional meeting of the Albany exchange district in Cooperstown.

Co-chairman Harry Lamont said he would refer the question to national headquarters to learn whether it would pay the cost or share it with the district committee.

'Look' *Reception for Industry Article*

A reception was held here yesterday at *Look Magazine's* editorial offices to mark the publication of a forthcoming article, "Who Says Hollywood Is Dying?" The article, written by Jack Sayers, will point out that attendance, theatre outlets and profits are up and climbing. Major studios, the article will say, are "betting $285,000,000 in talent, color, production know-how and showmanship on an even bigger and better year in 1952." The article will reach newssstands on Oct. 9.

Among those present at the reception yesterday were Si Seadler, Jeff Livingston, Jonas Rosenfeld and Sidney Schaefer.

Screen Graham Film

LOS ANGELES, Sept. 25.—Evangelist Billy Graham has invited the press to preview a feature natural color picture entitled "Mr. Texas" in the Paramount studio projection room Friday. The invitation states the film, described as "the world's first Christian Western," was produced in Fort Worth, and will be distributed nationally by the Graham organization.

Four Head COMPO In Portland Area

Portland, Ore., Sept. 25.—Following a special meeting here of executives of the Council of Motion Picture Organizations, Art Adamson was named COMPO chairman for suburban houses, Al Oxtoby of Warners was named exchange chairman, Al Faulkner, Portland Hamrick Theatres manager, was appointed chairman of Portland theatres, and Jack Matlack becomes publicity chairman.

Radio Promotion For 'Brotherhood'

Twelve stars of screen, stage, radio and television have joined with the National Conference of Christians and Jews in the presentation of a series of 12 radio programs opening Saturday that will dramatize actual incidents reevaling the "day-to-day practice of brotherhood" it was announced here yesterday by Dr. Everett R. Clinchy, president of the National Conference. The series is entitled "Operation Brotherhood."

The nationwide broadcast will be followed by 12 weekly programs of 15 minutes' duration, part live and part recorded, which will be presented over local stations throughout the country. Pat O'Brien, Edward Arnold, Loretta Young, Ronald Reagan, Celeste Holm, Jean Hersholt, Selena Royle, Jack Benny, Raymond Massey, George Murphy, Audrey Totter and Lionel Barrymore will narrate the incidents.

Florida Sunday Law Change Invalidated

TALLAHASSEE, Fla., Sept. 25.—An amendment enacted by the 1951 legislature to liberalize the state's blue laws, including an exemption for motion picture theatres from Sunday closings, was ruled discriminatory and unconstitutional by Circuit Judge Vincent Giblin.

Validity of the 1951 measure was attacked by a used car dealer, whose business would have been subject to closing. Judge Giblin, however, said that, if necessary, he would hold older amendments and the state's ancient blue law itself invalid.

Bridge Is Named Paramount Manager

Tom W. Bridge, special sales representative in Paramount's Dallas exchange, has been promoted to Dallas branch manager by A. W. Schwalberg, president of Paramount Film Distributing Corp. He replaces Heywood Simmons, who resigned to go into exhibition.

Bridge joined Paramount in 1929 as a shipper.

FOR THE BEST SPECIAL TRAILERS
PRODUCED & DELIVERED IN
DOUBLE-QUICK TIME, Anywhere
SEND YOUR ORDER TO
FILMACK
WRITE - WIRE OR PHONE
630 Ninth Ave. New York, N. Y.
1327 S. Wabash Chicago, Illinois

Progressive Report Due on Theatre TV

A report that will point the way to general exhibitor advancement in the field of theatre television will be forthcoming tomorrow from the Theatre Owners of America theatre TV committee headed by Mitchell Wolfson, TOA president-elect, it was reported late yesterday following meetings of the group held in conjunction with the TOA convention at the Hotel Astor here.

The theatre TV committee "all but completed its report yesterday," and will meet again today to "polish" it for submission to the convention, it was disclosed.

SWG President at Red Hearings

HOLLYWOOD Sept. 25.—Appearing as a voluntary witness, Screen Writers Guild president Karl Tunberg outlined to the House Un-American Activities subcommittee the tactics and devices by which the leftist element in the Guild had undertaken to control Guild policies and the counter-measures which the loyal majority had employed to thwart such attempts. Tunberg confirmed the committee's information that, at one period, 61 leftist members voting together could have controlled a Guild meeting attended by a minimum quorum, although the Guild membership is 1,200.

Kramer Calls Meeting On Foreman Affair

HOLLYWOOD, Sept. 25.—As the aftermath of Carl Foreman's testimony before the Un-American Activities subcommittee Monday, Stanley Kramer today issued the following formal statement: "There is total disagreement between Carl Foreman and myself. The interests and obligations involved are far greater than his or those of this company. Therefore, at the earliest possible date permitted by our bylaws, a meeting of the shareholders and directors, of which Mr. Foreman is one of several, has been called. The necessary action will be taken at that time."

Foreman Is the Treasurer

Foreman is the treasurer and a shareholder in Stanley Kramer Productions and Stanley Kramer Company. The meeting on the Foreman matter was later officially set for Oct. 8.

U. A. Would Back Arbitration If—

United Artists has advised exhibitor groups endeavoring to further a system of industry arbitration that it will agree to participate in such a system providing the costs are not excessive, TOA members at the exhibitor-distributor relations committee meeting here yesterday were told.

All other major distributors had previously indicated their willingness to participate.

Wage Hearings to Be Held in N. Y.

WASHINGTON, Sept. 25.—The salary Stabilization Board committee studying salary controls for film talent workers will listen to industry and worker viewpoints at a series of informal conferences, the first slated for Oct. 22 in New York.

The committee met in New York yesterday, and the announcement today resulted.

The "informal conferences" will not be open to the public and will probably all take place in New York City, a committee spokesman said. Persons desiring to present their views should file applications to be heard in quadruplicate with Joseph D. Cooper, the board's executive director, in Washington, by three P. M. on Oct. 10.

Presentation to the Committee

The presentation to the committee can be made orally or in writing, it was said, and should center on the purposes of stabilization in the industry and suggestions for self-administering salary control regulations.

A board official said the committee is now thinking about controls for 15 separate talent categories, with a possibility of one ruling for all, or several rulings, or 15 or more rulings. The categories are: actors and actresses, extras, producers and associate producers, directors and producer-directors, assistant directors, including technical directors, dance directors, writers, song writers, composers, musicians, art directors, wardrobe designers, cameramen, sound engineers, and film editors.

The Oct. 22 meeting, to be held at 10 a. m, will take place at the Bar Association's offices in New York.

The talent guilds and probably the Hollywood producers will make a "strong pitch" for the Salary Board's committee to conduct some on-the-spot investigation and hearings in Hollywood, an industry source predicted. He said that while the committee yesterday decided to hold "practically all" its hearings in New York, it had not shut the door completely on some hearings or investigations elsewhere.

Snader to Release 1 Every 3 Weeks

A release schedule providing immediately for launching of a new film every three weeks by Snader Productions was disclosed here yesterday by Oliver A. Unger, national sales director. In addition, he revealed the appointment of Peter Horner, exhibition and sales veteran, as his executive assistant.

Other sales staff appointments include Charles Rich, Cleveland territory; Abe and Charles Teitel, Chicago and Milwaukee areas; and Edward Ruff and Mack Farber, the Boston-New Haven area.

On the release schedule, Unger said he had reached an agreement with the National Film Carriers to handle the physical distribution of the nine films on the Snader "available" schedule, with more in prospect. All thus far announced are Alexander Korda presentations. Snader expects to handle American distribution of the entire Korda output for some time to come.

3 Theatre Projects Get NPA Approval

WASHINGTON, Sept. 25.—An $81,900 drive-in for C. K. Hammon of Gainesville, Fla., heads the latest list of theatre constructon projects given a green light by the National Production Authority. The list covered the period through Sept. 14.

Hammon's and two other projects were approved as "hardship" cases under the new construction order. The two other projects were in Puerto Rico: a $20,589 theatre for Pedro Quinones at Sabana Grande, and a $20,165 alteration project for Carlos Rivera at Juana Dias.

Three other projects were permitted to go ahead as being exempt from the new order. These were: a $79,096 alteration job proposed by Sullivan and Moore Theatres, Inc., Greenville, Tex.; a $21,500 drive-in at Valdosta, Ga., to be built by Martin Theatres of Georgia, Inc., and a $22,750 drive-in at Augusta, Kans., for Aline Bisagno.

NPA has been making public in a series of releases recent approval orders.

Grainger Conducts Sales Meet Here

James R. Grainger, Republic sales and executive vice-president, will preside at a home office sales meeting today. He has just returned from Atlanta following a two-day meeting. Grainger returned from California Saturday following a stop-over for a sales meeting in Chicago.

At today's meeting the following branch managers will be present: Jake Flax, Washington; I. T. Sweeney, Pittsburgh; Jules Livingston, New Haven; Frank Dervin, Boston; Leon A. Herman, Buffalo; Arthur Newman, Albany; Norman Silverman, Philadelphia; William Murphy, New York.

Home office executives attending will include district managers Walter L. Titus, Jr.; James V. O'Gara and John Curtin; Richard G. Yates, executive assistant to Grainger; and Jack Alexander, contract department head.

4 Companies Start Suits on Coast

HOLLYWOOD, Sept. 25.—Anti-trust suits seeking an aggregate $9,133,944 from major distributors, National Theatres and Fox West Coast, were filed in Federal Court here Monday by attorneys Fred A. Weller and Harry Sutton on behalf of four companies which operated the Hawaii, Marcal and Beverly Music Hall theatres during the period covered by the complaints.

Conspiracy to exclude theatres from fair competitive access to product was charged in all cases. The complainant companies are Hawaii Theatres, Inc.; Galston & Sutton Theatres, Inc.; Wolverine Investment Company and Galston-Sutton Company. The suits seek $5,233,126 on behalf of Hawaii for damages from 1940 to the present, $1,879,200 on behalf of Marcal for damages over 1936-1948 period and $2,031,618 on behalf of Beverly Music Hall from 1944 to 1950.

Pep Telecast

(*Continued from page 1*)

The Grand Theatre in Albany which will charge $2 for tickets yesterday reported ticket sales fair with a full house expected for tonight.

In Minneapolis, where the event will mark the bow of theatre television for that city, the 4,000-seat Radio City Theatre is expected to charge $2. Walter Reade Theatres' St. James, in Asbury Park, will again be the only theatre in New Jersey to carry the fight, theatre telecasts of which were barred from the Metropolitan New York area. The St. James' prices have been scaled for $1.80 general admission and $2.40 for loges, with reserved tickets sold on a first-come-first-served basis.

In Boston, the Pilgrim Theatre enjoyed a steady sale of tickets before the fight date.

Shows for Services For Holiday Season

Plans for what is described as a spectacular Christmas entertainment program for servicemen overseas was announced here yesterday by James Sauter, president of USO-Camp Shows, and Abe Lastfogel, chairman of the board of Camp Shows in Hollywood.

Requested by Defense Department

Requested by the U. S. Department of Defense to produce four star-studded talent troupes to entertain the Armed Forces abroad, Camp Shows is now enlisting Hollywood personalities to showcase an entertainment package for the coming holiday season.

A fleet of four huge Air Force C-54's has been placed at Camp Shows' disposal by the Defense Department to transport the entertainers to a wide perimeter of bases located in four overseas commands. These are: Korea and the Far East Command; England, Labrador, Iceland and Greenland; North Africa and the Caribbean, and the Alaskan Command.

Event Is Not Included

Since the special event is not included in its current production schedule, Camp Shows is setting aside a special appropriation for the cost of the supporting entertainers. The film stars, as guest personalities, accept no remuneration for their services.

The Hollywood Co-ordinating Committee, of which Camp Shows is a member, will recruit film stars. Major film producing studios have been requested to make available top talent for the Yuletide entertainment festivities for American and United Nations forces overseas.

Lightman Scores Film Litigation

"Law suits are the most expensive thing in our industry, and the burden of paying for them falls upon all of us ultimately," M. A. Lightman, president of Malco Theatres, Memphis, asserted yesterday in the TOA exhibitor-distributor meeting at the national convention.

The Blue Veil or the Wedding Veil... which should she choose?

Magnificent JANE WYMAN once again deeply touches your heart... as she did in the ever-to-be-remembered *Johnny Belinda*... this time as the woman *Louise*, another truly great role that only JANE could portray.

JERRY WALD *and* NORMAN KRASNA
Present

JANE WYMAN
in THE BLUE VEIL

The Portrayal...
The Cast...
The Drama of the Year!
•
co-starring

CHARLES LAUGHTON

JOAN BLONDELL

RICHARD CARLSON

AGNES MOOREHEAD

DON TAYLOR

AUDREY TOTTER

EVERETT SLOANE

NATALIE WOOD

Produced by JERRY WALD and NORMAN KRASNA
Directed by CURTIS BERNHARDT • Associate Producer RAYMOND HAKIM
Screenplay by NORMAN CORWIN • Story by FRANCOIS CAMPAUX

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70 NO. 62 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 27, 1951 TEN CENTS

'TV Not Your Enemy,' TOA Is Told

Golden Offers No Hope for New Building

By CHARLES L. FRANKE

Nathan D. Golden, National Production Authority film chief, indicated yesterday at a meeting here of the Theatre Owners of America convention committee on theatre equipment and maintenance that there is no hope that the new theatre building outlook will improve in the foreseeable future.

It will be increasingly difficult, he told the open committee meeting held in conjunction with the annual TOA convention at the Hotel Astor, to build new theatres after Oct. 1 when the new NPA controls order limiting the use of critical materials will become effective.

Golden said also that present government restrictions on construction work may hamper the installation of theatre television in some instances. He pointed out that the NPA order rules out projects using more than two tons of steel and 200 pounds of copper, and that there will be many cases where more than this amount of

(*Continued on page* 10)

Government Cites Coast Studios for Heavy Scrap Pile

WASHINGTON, Sept. 26.—The government gave Hollywood studios a pat on the back today for their efforts to turn out iron and steel scrap for the nationwide scrap drive.

A National Production Authority spokesman said five major studios have uncovered more than 100 tons of iron and steel scrap so far this year. The five studios are: M-G-M, Paramount, 20th Century-Fox, Universal and Warner Brothers. Two other studios, RKO Pictures and Republic, have turned out considerable quanti-

(*Continued on page* 10)

THE CROWDS ARE BACK, THANKS TO 20TH! Line-up for today is at Chicago's State-Lake Theatre with "David and Bathsheba" the winning boxoffice combination. Other theatres in the same league report long runs, all hits and no errors! (*Advt.*)

Theatre TV Not Showing Profits Yet, Halpern Says

Theatres which have participated in the five exclusive telecasts of prize fights to date have either taken financial losses or have approximated a break-even point, Nathan Halpern, head of Theatre Network Television, which books the bouts, told the Theatre Owners of America convention here yesterday.

Halpern emphasized that the newness of closed-circuit theatre telecasts and the small number of theatres equipped to take such programs make the box-office results thus far, even though not wholly on the profit side, quite remarkable.

He pointed out that as more and more theatres are equipped to participate in such telecasts, the costs will be spread and profitable operations will be nearer to realization.

The TNT president reported that 28 installations of large screen television equipment have been completed in theatres and that firm orders for over 200 theatre units are now on manufacturers' books.

Halpern said that total theatre attendance for the five

(*Continued on page* 6)

Pep-Saddler TV Prizefight Scores

Theatre television again demonstrated its drawing power, with last night's exclusive telecast of the Saddler-Pep featherweight championship bout, which Saddler won by a TKO in the ninth round, attracting thousands of patrons in 16 theatres in 12 cities, the largest network of theatres so far, though it did not nearly match the outstanding success of the Robinson-Turpin contest.

In addition, box-office performance in general did not suffer a drop because of a big fight attraction appear-

(*Continued on page* 6)

Its Future Is Sure, Use It, Wolfson Says; Discounts Threat of All Home Systems

By SHERWIN KANE

Television is not the theatre's enemy but its healthy competitor and a medium that can be put to use in the theatre's behalf, Mitchell Wolfson, newly-elected president of the Theatre Owners of America and chairman of its television committee, told the TOA convention here yesterday.

Wolfson, operator of a Miami television station as well as of theatres, told the convention in reporting for its television committee, that, "We are not fighting TV in utilizing it in theatres. We are trying to do a job for the industry."

The effect of television competition on theatres has been "greatly overrated," he said, and as for subscription TV (Phonevision, Skiatron and Telemeter): "There is thus far no evidence that they are commercially feasible" and "there are legal questions whether they can be, or will be licensed."

Wolfson gave a straight-from-the-

(*Continued on page* 8)

Depinet Sure Compo Won't 'Dominate'

The ghost of an old fear in some exhibitor ranks—that the Council of Motion Picture Organizations would expand to eclipse the functions of exhibitor and other industry organizations—was dispelled by Ned E. Depinet, COMPO president, at the Theatre Owners of America convention here yesterday.

"COMPO takes whatever strength it has from those organizations," Depinet told the TOA members, among whom were some who raised the fear of COMPO superseding TOA when the all-industry organization was a-

(*Continued on page* 10)

It's Profit-Time, U. S. A. With Great Paramount Hits Like: WILLIAM WYLER'S production of Sidney Kingsley's Detective Story

Personal Mention

ARTHUR MAYER, COMPO executive vice-president, has returned here from Hollywood.

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BERT STEARN, Pittsburgh Realart franchise holder, and MILTON BRAUMAN, Pittsburgh exchange manager for Realart, are in New York conferring with BUDD ROGERS, Realart vice-president.

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SPYROS P. SKOURAS, president of 20th Century-Fox, and other company executives who accompanied him to Switzerland, will return here Tuesday from Zurich.

•

JOSEPH A. TANNEY, head of S.O.S. Cinema Supply Corp., and his wife will leave here this week on a combined business and vacation trip through the West.

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JO RANSON, publicity director for station WMGM, has been named chairman of the Brooklyn Red Cross chapter's press-radio liaison committee.

•

LOU WEINER, Coast publicist, has arrived here to work on special assignments under DAN TERRELL, M-G-M director of exploitation.

•

LEO YASSENOFF, head of Academy Theatres, Columbus, Ohio, has been given a B'nai B'rith award for service to the community.

•

CARD WALKER, Walt Disney Studio executive, left here for Burbank yesterday.

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JOE ROBERTS is in Detroit from New York.

•

ROBERT RYAN left here for Hollywood yesterday.

•

BILL DONALD has joined the Minneapolis 20th Century-Fox sales force.

Jaeger Named V-P Of New Syndicate

Andrew P. Jaeger, who has resigned as director of Dumont Television Network film operations, has been appointed vice-president and general manager of Prockter Syndications International, it was announced by Paul White, president.

Prockter Syndications, plans for which have been in preparation for over a year, will syndicate programs for the radio, television and theatrical film markets.

Delay MPEA Meet

Due to the illness of John G. McCarthy, vice-president in charge of international affairs for the Motion Picture Association of America, there will be no meeting of the Motion Picture Export Association board of directors this week. The board was slated to discuss the proposed U. S.-Spanish film pact. McCarthy is expected back at his desk early next week.

Another Extension On Loew's Decree

Washington, Sept. 26.—Another postponement in the deadline for Loew's to file a divorcement plan with the New York Statutory Court is virtually certain, a Justice Department spokesman said here today. He declared there "couldn't possibly be" a consent decree negotiated by the present weekend deadline, and so additional time would be given.

Next Paramount Meet in Chicago

Paramount's division sales meetings currently being conducted across the nation by A. W. Schwalberg, president of Paramount Film Distributing Corp., E. K. O'Shea, vice-president, and Jerry Pickman, director of advertising-publicity, will shift to Chicago tomorrow when branch managers of J. J. Donohue's Central division will gather for a three-day session.

Attending will be branch managers J. H. Stevens, Chicago; Donald R. Hicks, Des Moines; G. R. Frank, Indianapolis; Irving Werthamer, Milwaukee; J. T. McBride, Minneapolis, and Marion Anderson, Omaha. Also, special field representatives E. G. Fitzgibbon, James Castle and Ralph Buring.

Meetings have already been held in Atlanta, Dallas and Los Angeles. Boston and Philadelphia will be the sites of the final meetings, scheduled for early October.

Green Again Heads Colosseum Loge

SALT LAKE CITY, Sept. 26.—Harold Green of Columbia Pictures was re-elected president of Salt Lake Loge 21 of the Colosseum of Salesmen. Harry Swonson, of Paramount, was named vice-president; Shirly Thayne, Universal was named secretary-treasurer; Rick Warren, RKO, a committeeman, and Thayne and Bill Davis of Republic, were named delegates to the national convention. The loge voted to accept the recent pay increase without any opposition.

Cleveland Colosseum Will Reconsider Okay of Raise

CLEVELAND, Sept. 26.—The local Colosseum Loge will meet Saturday to reconsider its former acceptance of the $7 wage and $1-a-day expense account boost which its delegates were instructed to register at the national meeting in October. Dissatisfaction of members who did not attend the previous meeting is the alleged reason for re-opening the entire matter for discussion.

Cinecolor Ups Richard

HOLLYWOOD, Sept. 26.—Herbert G. Richard, today was appointed production manager of Cinecolor Corporation, succeeding John Glavin, who resigned.

Myers Optimistic On Senate Version Of Ticket Tax Bill

WASHINGTON, Sept. 26.—Abram F. Myers, general counsel of Allied States Association and tax spokesman for the Council of Motion Picture Organizations, said he is now "quite confident" that the House-Senate tax conferees will accept the Senate Finance Committee's provision on admission tax exemptions.

That provision keeps the tax on all film showings, even by non-profit groups, and greatly restricts the number of organizations entitled to tax exemption on other types of entertainment. It is much more favorable to the film industry than was the original House provision.

"I have written the House provision off as a threat," Myers said today. "On the basis of informal assurances from key Senators and Representatives, I am confident the Senate provision will encounter no serious obstacles in the conference. I have been wrong before, of course, but I don't think I'll be wrong on this one."

Goldstein to Mono. Meet in Chicago

Morey Goldstein, Monogram-Allied Artists vice-president and general sales manager, will leave here tomorrow for Chicago where he will preside at the company's second regional meeting to be held at the Drake Hotel on Saturday.

Goldstein will be accompanied by Nicky Goldhammer, Eastern sales manager. President Steve Broidy and Harold Wirthwein, Western sales manager, left Hollywood yesterday for the meeting, while Jim Pritcher, Southern division manager, will leave from Dallas today.

Attending will be sales personnel from Chicago, Cincinnati, Denver, Des Moines, Detroit, Indiana, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis and Oklahoma City.

A third regional sales meet will be held in Los Angeles on Oct. 20.

Warner Booklet On Anniversary

A special 16-page booklist on the motion picture has been published by Warner Brothers in connection with its 25th anniversary of talking pictures. The brochures include annotations of books and periodicals about various phases of motion pictures, The list has been brought up-to-date by the Librarian of the Museum of Modern Art.

James H. Foley

James H. Foley, salesman in Paramount's Des Moines branch, died suddenly last Tuesday, the company reported here yesterday. He is survived by the widow, Mildred, and two daughters, Betty Jean and Sara Kay. He had been a member of the Paramount organization since 1928.

Clemente Bill Is Still 'Buttoned-Up'

Washington, Sept. 26.—The House leadership seems to have been successful in its attempts to kill the Clemente resolution which would set up a special House committee to investigate all aspects of organized sports, including restraints on sports telecasts to theatres.

The House Rules Committee held still another executive session today and although it approved several other bills, the Committee "just didn't have time to reach" the Clemente Bill.

DJ Suits Against Crescent Dismissed

NASHVILLE, Tenn., Sept. 26. — Judge Elmer D. Davies in Federal Court today dismissed all civil and criminal contempt suits against the Crescent Amusement Co. and its affiliates, charged by the Department of Justice with violating the terms of the anti-trust decree found by him against Crescent in 1946, the only exception being the retention of the right of the court to say whether the defendent may construct theatres in any given location.

Right now applications are pending for the right to establish Crescent Houses in Cleveland, Alcoa and Morristown. The Department of Justice is given 30 days to show cause why these applications may not be granted. Judge Davies reiterated his statement on a previous occasion that "many of the allegations against the defendants are actually frivolous in my opinion." William Waller and Dick L. Lansden are the attorneys for Crescent.

Essaness Bid For Rehearing Granted

CHICAGO, Sept. 26. — The position of Edwin Silverman and the Essaness Theatres for a rehearing in the Woods Theatre case has been granted by the appellate court. The position resulted from a split 2-to-1 decision giving the partners of the Woods Theatre the option to rent the theatre at the rental figure paid prior to the purchase of the building by Silverman or to buy it from Silverman at the price he paid for it. Essaness theatres had a management contract with the theatre partners before the sale of the building. Briefs for the rehearing must be filed by Oct. 8.

Ross-Stillman Film To United Artists

"The Lady Says No," starring Joan Caulfield and David Niven, has been acquired for release by United Artists, it was reported here yesterday by Arthur Krim, president of U. A.

Produced by Frank Ross and John Stillman, Jr., from an original screenplay by Robert Russell, the film was directed by Ross.

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'Movietime' Climax Mapped in Chicago For October 13

Chicago, Sept. 26.—A major event planned for "Movietime U.S.A." will be held in Chicago on Oct. 13, when the "personality tour" of seven Hollywood players is brought to a climax with a parade down State Street. In addition to the Hollywood group, Army, Navy and Marine bands and marching units, including special detachments of WACs and WAVES, will take part in the parade, which will be led by parade marshal Col. Chester L. Fordney. At least 25 floats are being specially prepared by merchants and manufacturers of Chicago, who are going to take part in this tribute to the industry.

Hollywood celebrities, starting their tour in Springfield, Ill., on Oct. 8, will be split into three groups in order to make personal appearances in over 30 cities in Illinois and Northern Indiana, and will converge on Chicago in time to participate in the parade.

Immediately following the parade, the celebrities and the outstanding exhibitors will attend a luncheon in the Ambassador East Hotel.

Ben R. Katz, of the local Universal-International publicity staff, is handling the planning and execution of the parade as a special representative of the "Movietime in Illinois U.S.A." publicity committee, which is headed by William K. Hollander, director of advertising and publicity for B. and B. Theatres.

Columbus Committee Set for 'Movietime'

Columbus, O., Sept. 26.—Harry Schreiber, RKO Theatre city manager, and Lee Hofheimer, partner in H. and S. Theatres, were named co-chairmen of the Columbus committee for "Movietime U.S.A." at a meeting held at the Esquire. The committee also includes Walter Kessler, manager of Loew's Ohio; John Hardgrove, supervisor of Academy Theatres; Arthur Miller, booker for the Miles circuit and Al Sugarman of H. and S. Theatres.

The kick-off meeting, attended by 30 Columbus, Central and Southern Ohio exhibitors, was addressed by Rube Shor, Cincinnati, state chairman. J. Everett Watson, Cincinnati M-G-M exchange exploitation representative, is in charge of state routing of the star caravan.

Announce Change in Star Tour Plans

Hollywood, Sept. 26.—The "Movietime, U. S. A." Personality Tours will be routed to 33 exchange centers instead of the state capitols, campaign chairman Bob O'Donnell announced today, following meetings with tour chairman, Mort Blumenstock, and Hollywood "Movietime" chairman, Samuel J. Briskin.

The personalities, according to the new plan, will arrive in all the exchange centers by Oct. 1 and will fan out from there to the state capitols and principal cities.

The change in plan was due in part to the fact that many of the state governors will not be back from the Governors Conference in time to preside at the ceremonies opening the campaign.

Compo Has Copies Of Seadler Piece

Reprints of the institutional industry article written by Si Seadler, advertising manager of M-G-M, entitled "Speak Up Movie Folk, It's Your Industry They're Knocking," can be obtained in quantity from the New York headquarters of the Council of Motion Picture Organizations.

Discuss Plans for 'Brotherhood Week'

Public relations plans for "Brotherhood Week" were discussed by the industry's promotional committee under the temporary chairmanship of Silas F. Seadler, M-G-M advertising manager, at a meeting held here yesterday in the board room of Motion Picture Association of America.

Discussions covered several plans for public relations concerning Brotherhood Week, including the preparation of a press book, area publicity chairmen, and setting up promotional meetings in each exchange area for the suggested personal visits by George Skouras, general chairman for the industry. The committee selected and approved the theme for this year's campaign—"Brotherhood Week for a United America." The name of the permanent publicity chairman will be announced shortly.

Attending the meeting, in addition to Seadler, were Maurice Bergman, Sid Blumenstock, Gilbert Golden, Ben Grimm, Paul Lazarus, Jr., Harry McWilliams, Max E. Youngstein and Taylor Mills of the MPAA.

Bush in Boston On 'Legal' Bow

Boston, Sept. 26.—Rodney Bush, national exploitation director for 20th Century-Fox, arrived here today from New York to discuss plans for the world premiere of "Let's Make It Legal" at the RKO Memorial Theatre on Oct. 17.

He will confer with Phil Engel, 20th-Fox New England publicity director, Ben Domingo, Boston city manager for RKO Theatres, and James King, publicity director for RKO Boston theatres. The world premiere will be a saturation booking throughout New England with 250 theatres playing the picture during the week of Oct. 17-24.

Another Magazine Refutes 'Life'

In a refutation of the *Life* article on the film industry, the Oct. 10 issue of the magazine, *People Today,* reports that major film companies made $50,000,000 in profits last year, about triple their profit in 1940.

In addition, the magazine reports that the number of theatres in the U. S. increased 21 per cent in the same period.

Warner Ups Shavelson

Hollywood, Sept. 26. — Melville Shavelson, Warner Brothers' writer, has been promoted to producer by Jack L. Warner, executive producer, starting at once.

NEWS in Brief . . .

Hollywood, Sept. 26.—Jack Leewood, executive assistant to Robert L. Lippert, head of Lippert Productions flew, enroute to Europe, where he will spend three months checking the foreign product to be released by Lippert in the United States.

•

Hollywood, Sept. 26. — Dougfair Productions announced the appointment of Irving Rubine as assistant to president Douglas Fairbanks, Jr.

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Washington, Sept. 26.—The Senate has approved its Finance Committee's tax bill provision easing the excess profits tax treatment of television broadcasters.

•

Phil Cowan has been appointed director of the press department of Robert S. Taplinger and Associates, public relations firm. Long associated with industrial and film business public relations, he was formerly a publicist with Eagle Lion Films and a promotion manager for United Artists.

•

Sam Zimbalist, producer, and Mervyn LeRoy, director of M-G-M's "Quo Vadis," will come on to New York from Hollywood for the twin world premiere of the Technicolor film at the Astor and Capitol sometime in November.

•

Cleveland, Sept. 26.—TV station WXEL here has taken a long term lease on the Esquire Theatre which has been operated here for the past 20 years as a film house, but which has been dark since June 1. The Esquire was originally operated by the late Louis Israel; Warner Brothers operated it for some 15 years until the expiration of its lease a little over a year ago when Henry Greenberger took it over as a deluxe first-run house.

•

Jewish Films Distributors, local distributing agency for Carmel Films, Ltd., of Tel Aviv, Israel, has received word that the first of a series of Israeli-made features has been completed and is being flown to this country for early release, according to Elias Marks, head of Jewish Film.

$19-Million in Taxes Collected by Canada

Ottawa, Sept. 26.—The Canadian government discloses that provincial government revenues from admission taxes for fiscal years in each province nearest Dec. 31, 1950 totalled $19,087,000 for all Canada, including the following by provinces:

Quebec, $2,908,000; Ontario, $10,585,000; British Columbia, $2,900,000; Manitoba, $940,000; Alberta, $815,000; Nova Scotia, $502,000; New Brunswick, $288,000; Prince Edward Island, $109,000; Saskatchewan, $40,000.

'River' in Chicago Oct. 16

Chicago, Sept. 26.—United Artists' "The River" will open Oct. 16 at the Selwyn Theatre, local stage house, where the "Red Shoes" and "Cyrano De Bergerac" had highly successful runs, on a roadshow policy. All seats will be reserved at $1.20 to $2.40.

Justice Meets on Baseball Telecasts

Washington, Sept. 26.—Officials of the National and American Leagues met with Justice Department attorneys here today to discuss "various aspects of baseball telecasts," but no conclusion was reached, according to Justice Department spokesmen. They refused to elaborate.

FCC TV Hearings Postponed to Feb.

Washington, Sept. 26.—The Federal Communications Commission today pushed back from Nov. 26 to Feb. 25 the date for the theatre television hearings.

At the hearings the film industry is slated to present its case for special frequencies for large-screen TV.

While the Commission did not give any reasons for the delay, it was understood the Commissioners expect to be tied up until the end of February on general city-by-city telecast channel allocations.

The announcement today also moved back from Oct. 26 to Jan. 25 the deadline for filing notices of appearances and outlines of testimony.

The delay in the theatre TV hearings undoubtedly means similar delays in FCC proceedings on the ABC-UPT merger, the anti-trust status of the Paramount companies, Phonevision and other matters of interest to the industry.

Another Settles Percentage Suits

Scranton, Pa., Sept. 26.—Upon the filing of a stipulation that "the defendant having accounted to the plaintiff, and having paid in full to the plaintiff the amount found to be due on account of the matters set forth in the complaint", five percentage actions brought by distributors against Austin Interrante, operator of the Rowland Theatre in Phillipsburg, Pennsylvania. were concluded. The actions had been filed by Paramount, 20th Century-Fox, Warner, RKO and United Artists.

Reed, Smith, Shaw and McClay of Pittsburgh, and Shortz, James and McLean of Wilkes-Barre, represented the distributors, with Sargoy and Stein, New York, of counsel.

Appoint Loew, Jr. Associate Producer

Hollywood, Sept. 26. — Arthur Loew, Jr., has been appointed associate producer by Dore Schary, M-G-M production vice-president. He will join John Houseman on the production of "Seven Cakes for Christmas" to be made this winter.

Loew recently sold the studio two original stories. He was an actor for 16 months.

New N. Y. Art Theatre

A new art theatre, the Fine Arts Theatre, has been built in New York City, at 58th Street between Park and Lexington Avenues, and the owner, Richard Davis, has asked Trans-Lux Theatres Corp. to operate it.

Streetca

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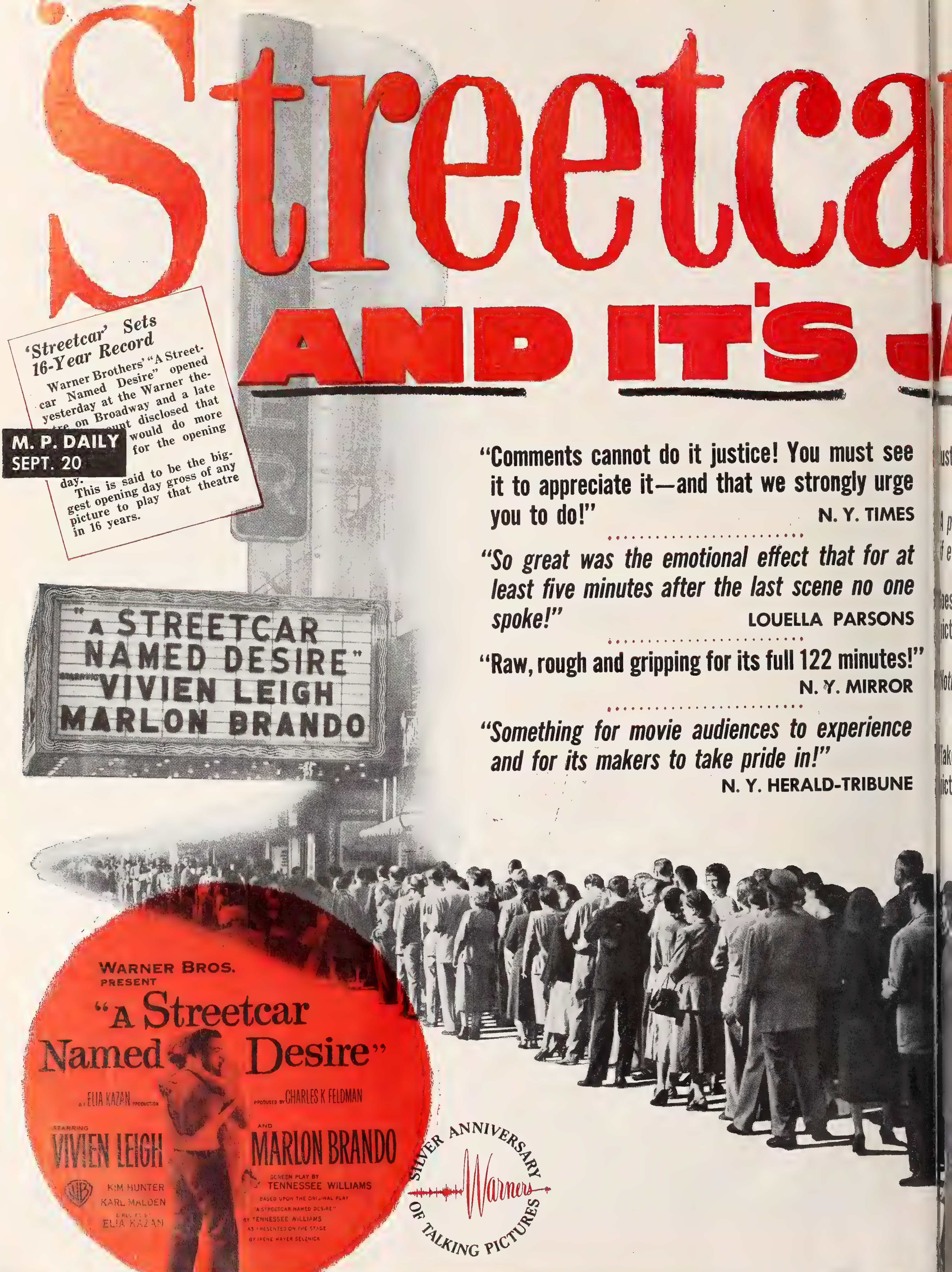

"A STREETCAR NAMED DESIRE"
STARRING VIVIEN LEIGH
MARLON BRANDO
WARNER BROS. PRESENT
"A Streetcar Named Desire"
AN ELIA KAZAN PRODUCTION
PRODUCED BY CHARLES K FELDMAN
STARRING VIVIEN LEIGH
AND MARLON BRANDO
KIM HUNTER
KARL MALDEN
DIRECTED BY ELIA KAZAN
SCREEN PLAY BY TENNESSEE WILLIAMS
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

‘Streetcar’ Sets 16-Year Record

Warner Brothers' "A Streetcar Named Desire" opened yesterday at the Warner theatre on Broadway and a late ...ount disclosed that ... would do more ... for the opening day.

This is said to be the biggest opening day gross of any picture to play that theatre in 16 years.

M. P. DAILY SEPT. 20

"Comments cannot do it justice! You must see it to appreciate it—and that we strongly urge you to do!" N. Y. TIMES

"So great was the emotional effect that for at least five minutes after the last scene no one spoke!" LOUELLA PARSONS

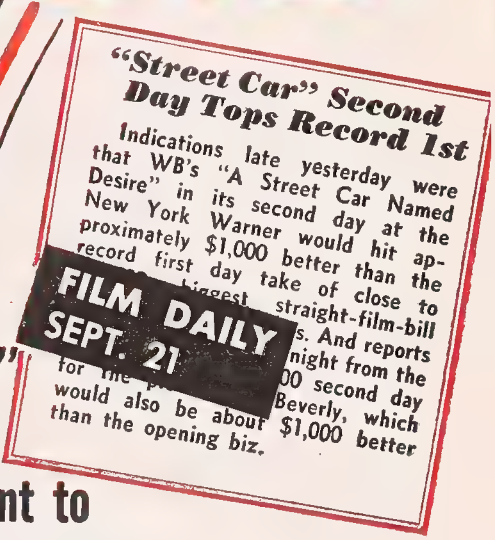
"Raw, rough and gripping for its full 122 minutes!" N. Y. MIRROR

"Something for movie audiences to experience and for its makers to take pride in!" N. Y. HERALD-TRIBUNE

SILVER ANNIVERSARY
Warners
OF TALKING PICTURES

r' arrives

JAMMED!!



"Street Car" Second Day Tops Record 1st

Indications late yesterday were that WB's "A Street Car Named Desire" in its second day at the New York Warner would hit approximately $1,000 better than the record first day take of close to [illegible] biggest straight-film-bill [illegible]s. And reports [illegible] night from the for the p[illegible]00 second day [illegible] Beverly, which would also be about $1,000 better than the opening biz.

FILM DAILY SEPT. 21

Just take it from me, it's terrific!"

N. Y. POST

'A picture you will be a long time forgetting—if ever!"

L. A. HERALD-EXPRESS

Goes down in the books as one of the great pictures!"

L. A. EXAMINER

Nothing but Oscars in sight!"

LOUIS SOBOL

Takes a high place in the parade of superior pictures!"

N. Y. WORLD-TEL.-SUN

"Will hold you spellbound!"

LOOK MAGAZINE

"A momentous screen event to be lauded long and emphatically!"

L. A. TIMES

"A grown-up, gloves-off drama of real human beings!"

TIME MAGAZINE

"One of Hollywood's Best!"

SATURDAY REVIEW OF LITERATURE

"Breath-taking Vivien Leigh is an Academy Award potential if ever there was one!"

DANTON WALKER — N. Y. News. Synd.

Pep-Saddler

(*Continued from page* 1)

ing on home TV sets.

Meanwhile, preparations were underway late last night to expedite the delivery of some 1,350 prints to theatres as soon as possible. RKO Pathe Pictures, which teamed up with Theatre Network Television to buy the "package" from the International Boxing Club for $110,000, trained eight photographers at the New York Polo Grounds ringside. Fewer photographers than the Robinson-Turpin bout were utilized in an effort to expedite the initial editing. Prints will be delivered to New York theatres today.

Long before fight time, many theatres, which scaled their prices from $1.20 to $2.00, reported capacity audiences. In some cities, including Boston and Philadelphia, a ticket sell-out was scored at least a day before the bout.

For the first time, an exclusive telecast was shown in the cities of Minneapolis and Binghamton, N. Y. The Radio City, in Minneapolis, scaled its prices at $1.90 with most of its 4,000 seats sold before fight time.

Other theatres carrying the bout included the Royal, Philadelphia; Century, Baltimore; RKO Keith's, Washington; National, Richmond; Grand, Albany; Fulton, Pittsburgh; Palace, Cleveland; Tivoli, Uptown, Marbro, Chicago; St. James, Asbury Park, and the Pilgrim in Boston.

Sellout Again At the Stanley Theatre in Philadelphia

PHILADELPHIA, Sept. 26.—The Pep-Saddler fight on theatre television was another sellout here at the Stanley theatre despite a late slowdown in ticket sales, after an initial spurt when tickets were put on sale at $1.95 last Thursday, which left only standing room tickets at $1.25 still available the evening before the fight.

At Keamco's Royal Theatre, the other house in the city carrying the bout, the ticket sale was slower getting under way, due largely to the late advertising of the event. The fight was booked into the Royal only on Monday, after it was learned that the A T and T was unable to switch the cable to the larger Lincoln theatre operated by the same circuit. General admission tickets at $1.95 did not go on sale for the Royal showing until the day before the fight.

The Stanley sold out standing room by 7 P. M. Both theatres closed their box offices in the late afternoon to clear the house, reopening at 8:45 P. M. for the special event.

Telecast at the Grand in Albany Does Not Sellout

ALBANY, Sept. 26. — The Saddler-Pep in telecast in Fabians' 1550-seat Grand here did not duplicate the turnaway for the Robinson-Turpin bout. About 500 seats were sold in advance and at 8:45 tonight, the audience was estimated at 650 to 700.

The management believed the attendance would reach 1,000 or at highest 1,200, by 10 PM. The price was $2. The weather was cool and clear.

The management planned to hold no screening after the telecast, if the bout ran six rounds or longer. This was to save overtime and because only 15 people remained for the picture following the Robinson-Turpin bout. Neither the Palace, which opened with "His Kind of Woman" nor Strand, which teed off with "Cyrano De Bergerac had big audiences.

Review

"The Magic Carpet"

(*Columbia*)

AS A costume drama set in ancient Baghdad "The Magic Carpet" proceeds along familiar paths. Something of the science-fiction element is added by the presence of a magic carpet that sails serenely through the skies, bearing its rider out of reach of danger.

The story is filled with the fable-like adventure, derring-do and romance to which the younger set reacts favorably. John Agar plays the sturdy fighter against evil, performing his feats as the mysterious Scarlet Falcon. Actually he is the son of the Caliph of Islam. When Agar was an infant his father was murdered by the treacherous Gregory Gay who in turn became the new Caliph.

As the ruler, Gay grows increasingly tyrannical and ruthless until finally Agar organizes resistance against him. With his small band of men Agar makes repeated assaults against the Caliph and redresses many crimes. The two women in Sam Katzman's Supercinecolor production are Lucille Ball and Patricia Medina, the former a sister to the Caliph, and the latter a freedom-loving maiden who joins Agar's band. In time both women share a romantic interest in Agar, but in the finale it is Miss Medina who sails off on the magic carpet with Agar for a honeymoon in the clouds.

For the most part the film alternates between flight and pursuit, punctuated by considerable saber rattling. When the smoke of battle finally clears the evil ruler is dethroned and Agar is rightfully restored.

Lew Landers directed, from a screenplay by David Mathews.

Running time, 84 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

No Theatre TV Profit Yet

(*Continued from page* 1)

closed-circuit fight telecasts (excluding the Saddler-Pep telecast last night) was 142,616. Moreover, he said, there was an estimated turnaway at TV-equipped theatres of at least 150,000 persons for the five fights, only one of which was not a complete sell-out.

He pointed out that those turned away included only the dyed-in-the-wool fight fans who were willing to seek admission to the theatres regardless of sold-out houses and long waiting lines. The figure does not include countless others who would have attended had they known they could gain admittance at theatres offering the bouts without making too great a sacrifice of comfort and convenience.

Taking the huge latter group into account, Halpern suggested, some idea may be gained of the waiting audience for such telecast programs in theatres.

Marcus Cohn, Washington attorney for TOA on television matters, told the convention that television broadcasters were in error in charging that the TV channels for theatres which the Federal Communications Commission will be asked to authorize are the same as those sought by broadcasters, or could be used by them.

The theatre channels sought for theatres, he said, are comparable to the private wave lengths now allocated to local taxi companies for radio communications, and to other commercial users having need of similar private radio facilities.

Cohn also denied broadcasters' and others' charges that theatre TV is taking public events away from them in booking exclusive theatre telecasts.

"Instead," Cohn said, "theatre TV is providing a public service in making available something the public could not otherwise see."

Cohn also pointed out that theatre television may contribute to the public interest by being the first to bring color television and other developments to large numbers of people.

He said that theatres should have their own TV channels for practical and economic reasons. They would be at the service of the theatres when needed, thus eliminating complications and problems involved in obtaining leased facilities for every occasion. Costs, too, ultimately would be less if theatres have their own channels.

Cohn pointed out that more and more film will be used as the television "freeze" is lifted, perhaps early next year, and TV broadcasting expands. "That calls for men who understand film and TV," he observed, pointing out the inevitable community of interest between the two mediums of entertainment and information.

Cohn agreed with Sam Pinanski, whose Pilgrim Theatre in Boston is TV-equipped, that theatre telecasts of popular public events are saving other theatres in the TV range from incurring big box-office losses by keeping such events out of homes and other places.

Charles P. Skouras, president of National Theatres, spoke in favor of the development of a complete television organization for theatres, one which would include studios, program creation or licensing and its own transmission facilities, as well as equipment in theatres.

He estimated that such a plan would cost his circuit about $4,000,000, apart from a $1,200,000 expenditure for a studio. He argued that theatres should not be required to rely upon chance programs for their TV offerings. Programs will have to be in color, he said, and of high visual quality—higher than ordinarily obtainable on TV now. He would want, too, special channels for his TV circuit. He conceded the cost would be high and required careful study.

National Theatres has not installed TV yet in its operations and is understood to be waiting for further development of the Swiss Eidophor system, rights to which have been acquired by its parent company, 20th Century-Fox. That system is said to be capable of color as well as black-and-white telecasts.

Extremely Disappointing Turnout At the Three Chicago Theatres

CHICAGO, Sept. 26.—Attendance at the West Side Marbro, the South Side Tivoli and the North Side Uptown theatres was extremely disappointing for the large screen TV showing of the Pep-Saddler fight here tonight, with little likelihood of any of the three theatres getting half a house. Hopes that the slow advance sale would be offset by a last minute rush at the box office were drowned out by a terrific downpour about an hour and a half before the start of the fight. The apathy of the local press toward the fight undoubtedly was a major contributing factor to the light turnout.

RKO Keith in Washington 300 Under Capacity

WASHINGTON, Sept. 26.—The RKO Keith theatre here had an attendance 300 under capacity, approximately the same as for the Robinson-Turpin contest, at the telecast of the Saddler-Pep title fight tonight. The management felt it was due to the fact that it was not a heavyweight bout. Admission was $1.20 and the picture was shown both before and after the showing of the bout.

First Theatre TV For Providence, R.I., Sat.

PROVIDENCE, Sept. 26.—The closed circuit theatre television of sports events will be inaugurated here Saturday with the screening of the Notre Dame-Indiana football game at the Carlton Theatre, Williard Matthews, general manager of C. and F. Theatres announced today.

Matthews added that the Carlton would present whatever shows or sports events are available to the theatre chain but said that he was unable as yet to say anything definite concerning the Louis-Marciano fight Oct. 11.

The doors of the Carlton will open at 1:30 P. M. Saturday, with a moving picture preceding the game, which has a 3 P. M. kickoff. This is the first such installation in this area. Televised football games were offered on several Saturdays last fall at the Fays Theatre, now demolished, but the games telecast at that time also were available on home sets. Under the closed circuit plan the Notre Dame game will be seen only on theatre screens and in New England only at the Carlton here and the Pilgrim Theatre in Boston.

3 Exhibitors Seek To Amend Mass. Law

BOSTON, Sept. 26.—Three Massachusetts firms, the Community Playhouse in Wellesley, the Flint Theatre Co., Inc., of Fall River, and Telepix, Inc., of Boston, have filed papers to amend the suit brought last spring to clarify the laws concerning the regulation of projection practices.

The amendment to the petition states that the laws applying to nitrate film should no longer apply to cellulose acetate or equally incombustible safety film.

YOU SHOULD SEE WHAT HAPPENS TO

FARLEY GRANGER

ALL BECAUSE OF

SHELLEY WINTERS

IN

BEHAVE YOURSELF!

A
JERRY WALD · NORMAN KRASNA
PRODUCTION

with WILLIAM DEMAREST · FRANCIS L. SULLIVAN
MARGALO GILLMORE · LON CHANEY and "ARCHIE," The Dog

Screenplay and Direction by GEORGE BECK

Distributed by
RKO RADIO PICTURES

—AND WHAT HAPPENS TO ME SHOULDN'T HAPPEN TO A MAN!

BIG KANSAS CITY PROMOTION PREMIERE

keystoned by gala opening at Missouri Theatre, September 19! ...following terrific seat-selling penetration AT YOUR LEVEL through national advertising in top magazines and Sunday newspaper supplements totaling 41,596,437 CIRCULATION!

TV No Enemy

(*Continued from page* 1)

shoulder opinion of the future of TV for the benefit of his exhibitor listeners.

"Television broadcasting," he said, "is no bubble ready to burst. Its business future is secure. You who have not yet felt its competition, who have been sitting back with a feeling of security for the present, will become familiar with it soon. We expect the Federal Communications Commission 'freeze' on the construction of new TV stations to be lifted next January or February. It will expand rapidly thereafter."

Wolfson reported that his own TV station is operating at a profit and said he believes the only other two TV station operators in exhibitor ranks, Balaban and Katz, Chicago, and Mike Kallett of Utica, N. Y., could make a similar report. He cited appreciations in values of TV stations in recent years as indicated by sales on record which showed returns four to 10 times over the original investment.

"Business and financial men must think well of the future of TV, too," Wolfson said.

However, he pointed out, theatres have entertainment to sell and if it is the best available, and theatres themselves are properly maintained and operated, exhibitors will not be bested by TV.

He pointed out the many economic and other reasons, apart from TV competition, which explain the recent decline in theatre attendance. Wolfson also recalled that as the economic factors which contributed to the decline faded, theatre attendance began its recovery and that recovery still is progressing, despite the continuing advances being made by television, such as an estimated 13,500,000 sets in use now as compared with approximately 10,000,000 at the end of last year.

"The public wants more entertainment and better entertainment," Wolfson said. "Your good pictures, theatres and service will guarantee you a share of the public's entertainment dollar."

He gave TV his unqualified indorsement as a highly-effective medium for selling his own theatres and the pictures they play, and added that B. and K. had made the same finding.

"Television," he said, "will not progress at the expense of the theatre but will do so on its own." Make use of it, was his inferential admonition to exhibitors.

There is no pressing need for exhibitors to be concerned now about subscription television in any of its forms, Wolfson said. The legal question confronting it is whether the FCC can, or will, license such forms and grant channels to them, because they will serve only a limited public.

He urged exhibitors to join the group pioneering in theatre TV and align themselves with those who make "the industry strong" by cooperating in its TV activities. Wolfson described the importance to the industry of the forthcoming FCC hearings for allocation of theatre TV channels and gave his audience a glimpse of the many uses to which TV can be put in theatres.

It's TOA-Time, New York

By RED KANN

MITCH WOLFSON of Wometco Theatres, chairman of the TOA television committee and one of three exhibitors in these broad United States who own and operate TV broadcasting stations — the others, John Balaban of B. and K., Chicago, and Mike Kallett of Kallett Theatres, Utica, N. Y.—delivered a whiz of a roundup at yesterday's deliberations. It was the kind of a report which easily reflected study and research and could be a bluebook of invaluable information and suggestion if the theatre fraternity of the nation will take heed.

The Wolfson report, in conjunction with subsequent addresses by Marcus Cohn, who does television spadework for TOA in Washington, and Nate Halpern, who operates Theatre Television Network, combined into what is perhaps the most authoritative dossier on the subject available in the industry today.

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It seemed to this observer that Wolfson and his conclusions made considerable sense. He was never chary about putting his findings on the line and evidently little concerned with whatever the platitudes might have been. Thus, he urged his audience to abandon the idea that TV was a bubble that, in time, will burst. Secondly, he took the position that the new medium represented nothing more, nothing less than a new form of handling what exhibitors have been concerning themselves with for years —images, or pictures, in motion, on a screen. He assumed that they were experts at it by now.

He was sound enough in his thinking, this impression goes, not to seek to gloss over the fact that TV has hurt motion pictures. But he seasoned this with the immediate conclusion that the shakedown cruise is over, or almost over, in that panic buying has about run its course. Balancing TV and exhibition, he argued — and soundly—that a good (film) attraction set out in a good (theatre) showcase is a commodity the public will continue to buy. "However, no exhibitor with a marginal or an obsolescent theatre has the right to expect his business will continue to flow. He has to do something about it."

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Statistics new to these ears were cited by Cohn. He placed the total of Hollywood's annual film production at 700 hours and, as of now, TV's at 790 hours annually, made by over 300 companies exclusively engaged in the production of television films.

Halpern: "There are now 28 completed theatre television equipments installed in 17 cities. Manufacturers report over 200 orders on their books. . . . Total theatre seats available for the five fights thus far televised into theatres were 145,180. Attendance was 142,616 and in excess of 150,000 potential patrons were turned away. Most theatres which televised the fights came close to the break-even point."

He thought this was remarkable for a pioneering effort.

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Questions about microwaves, coaxial cables, megacycles, loops, telephone lines, boosters, TV towers were bouncing through the Astor's East Ballroom in a tumbling array by this time. Charlie Skouras, who was presiding, remarked at this point: "It's all Greek to me."

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Ned E. Depinet was in good form, talking long and earnestly about his No. 1 activity. After RKO, that is. His urgings and his exhortations on behalf of COMPO were not new, but they were pointed and direct. Not by accident, in the light of earlier history, did he emphasize for whoever the dubious among his listeners may have been, this: "There is a feeling that if COMPO is a success, it will be competitive to theatre associations . . . that it may lead to their eventual demise . . . such thinking is invalid and unsound to an extreme. . . . COMPO . . . is an organization of organizations . . . if the base is weak, no superstructure can stand."

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Wolfson told a story told on the "Show Boat" sail Tuesday evening. How, according to Steve Hannagen, Lever Brothers soap manufacturers and reputed to be the world's largest advertisers, once resisted a suggestion to cut their space-buying expenditures in half. The calculation allowed that 50 per cent of the advertising might be ineffective. But because there was no way of learning which was the ineffective half, the budget stayed right where it was—at a full 100 per cent.

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Speaking for "Movietime, U.S.A.," Bob Coyne made the arresting comment that every exhibitor association in the country was behind the campaign "regardless of what they think of COMPO."

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On a note of reflection: Morris Loewenstein, president of the MPTO of Oklahoma and operator of the Majestic in Oklahoma City, was ruminating over his 37 years as an exhibitor. "I remember buying the full Metro lineup in those days—40 pictures at $25 apiece and 10 per cent off for cash. I always bought for cash," he said.

Also this, "I made more money back in '18 than I ever made before in a single week when I played to a gross of $1,888 at ten cents a throw. We changed daily in those days and the usual show was made up of one two-reel feature, one two-reel comedy, a serial and a newsreel."

International Gets British-Pathe Films

TORONTO, Sept. 26. — International Film Distributors of Toronto, of which N. A. Taylor is president, has secured a long-term franchise for the Canadian distribution of product of Associated British-Pathe Limited, starting with "Laughter in Paradise." Because of the increased program, Douglas V. Rosen, International's general manager, has added sales personnel to the company staff.

Miller in New Post

BUFFALO, Sept. 26.—Edward Miller, manager of the Center Theatre, a downtown United Paramount Theatres first-run house, has been named manager of the Paramount UPT flagship house here, succeeding Joseph B. Clements, who resigned.

TOA Seen Shying From Film Rentals

While official confirmation was lacking, consensus of exhibitor opinion at a second meeting of the distributor-exhibitor relations committee yesterday reflected opposition to formal inclusion in TOA's platform of film rentals. The preponderant, but by no means unanimous, opinion was that the organization stand by its traditional policy of avoiding the subject on the ground film rentals constituted a practice to be determined by the exhibitor and the distributor.

The distributor - exhibitor relations committee will make its formal report at this morning's session.

Matthews Warns of Materials Shortage

CHICAGO, Sept. 26.—Discussing the eventual status of critical materials under NPA regulations going into effect Oct. 1, Fred C. Matthews, vice-president of Motiograph, Inc., reminds that the supply of theatre equipment will be directly regulated by limiting the amount of critical materials allowed to all manufacturers of theatre equipment by the National Production Authority. He added that because virtually all theatre equipment uses some type of critical materials—steel, copper, aluminum, etc.—the supply of theatre equipment may be expected to lessen as the manufacture of defense items accelerates.

In citing this effect on products for theatres, Matthews was referring to the Controls Materials Plan regulation No. 5 which provides a procedure whereby a company may obtain limited quantities of controlled materials and materials other than controlled materials for maintenance, repair and operating supplies, as well as for minor capital additions.

"However," he said, "a person who makes use of the procedure provided in this regulation to obtain in any quarter, materials or products in excess of 20 per cent of his quota, shall comply with the quota limitations whether or not he is able to obtain additional materials and products without using the procedure outlined in CMP Reg. 5."

Norwegians Compete With U. S. Product

WASHINGTON, Sept. 26.—Increased Norwegian film production is menacing distribution of U. S. films in Norway, the Commerce Department reported.

Film chief Nathan D. Golden said that feature film production in Norway is going up this fall from three or 4 to 11, and that in addition two colored puppet films and 10 or 12 documentary shorts are to be released during the rest of this year. Moreover, according to announced plans, a new Norwegian film is to be shown every three weeks, alternating between two of Oslo's largest theatres for their premiere. Norwegian distributors of U. S. films are afraid that Hollywood features will be "'relegated to less desirable theatres."

Stanley Kramer

Death Of A Salesman
NOW EDITING

The Four Poster
NOW SHOOTING

The Sniper
NOW SHOOTING

for

The 5000 Fingers
Of Dr. T
STARTS JAN. 2

My Six Convicts
NOW SHOOTING

The Happy Time
STARTS JAN. 10

Columbia Pictures

Depinet Sure

(*Continued from page* 1)

borning. "Unless you are strong, COMPO has no strength. If you fail, COMPO fails," Depinet told the meeting.

"We distributors would not surrender our rights and prerogatives to COMPO, nor would we want you to," he assured his listeners.

Depinet reviewed the history and struggles of COMPO, and the industry need for it. He said that eight TOA units have applied for individual memberships in COMPO, in addition to their representation through their national organization, and pointed out that TOA is represented on the COMPO board.

Robert W. Coyne, COMPO special counsel, related details of the "Movietime, U. S. A." campaign to the TOA convention, reporting at the same time that "regional plans for "Movietime" are dwarfing the national plans."

He told the members that many small cities will receive the Hollywood personality tours, assuring the exhibitors that the "six months of conversation the personalities will inspire in small towns will be more valuable than the six minutes of talk they will create in the largest cities."

"Movietime," he said, "is an effort toward improving our business. It is for our own welfare and we may be thankful we had the wisdom to get together and do it."

Charles McCarthy, COMPO director of information, furnished the convention with details of the "Movietime" campaign planning. He described each of the main national steps—the press book compiled under the direction of S. Barret McCormick; the Lux Radio Show, planned by Charles Einfeld, and the personality tours, being directed by Mort Blumenstock.

Martin Mullin, Phil Blumberg and other TOA delegates warmly commended those in charge of the campaign preparation and the convention committee on "Movietime" recommended in the most enthusiastic terms TOA's full cooperation with and participation in it. The committee's report suggested that to the campaign slogan be added the word "appropriation," making it: "Inspiration, Preparation, Appropriation and Perspiration."

TOA Convention Trade Show Hailed as One of Most Successful Ever Held

What was generally hailed as one of the most successful trade shows in the history of exhibitor conventions closed at the Hotel Astor here last night after a four-day stand. It was the Theatre Owners of America's convention trade show, which was arranged by a committee headed by S. H. Fabian, convention chairman. It was forced to depart the space it occupied at the hotel despite ever-increasing attendances because the site had to be cleared for the TOA convention banquet this evening.

An estimated 15,000 persons, many admittedly "repeaters" who returned from time to time, attended the show to view 64 exhibits which were installed by confection makers, vending corporations, bottlers, equipment manufacturers and many other industry suppliers.

Of the 113 booths set up, 49 were given over to institutional purposes, thus serving as centers of information for such organizations as the Council of Motion Picture Organizations, Will Rogers Memorial Hospital, etc.

About $50,000 in revenue accrued to the TOA from the sale of booth space, and that sum was estimated to have more than paid for the expenses of the convention. Booths sold for $500 to $600 apiece, and the exhibits were viewed by between 400 and 500 visitors daily.

Golden Offer No Hope

(*Continued from page* 1)

copper is needed to put in a large-screen TV system.

He emphasized, however, that there will be no shortage of "Class B" articles, in which category come theatre TV sets, projectors and other such manufactured products. The difficulty with respect to a theatre's acquiring a TV system, he indicated, lies with the controls on steel and copper. Hence, although it would be possible to purchase a set, the restriction problem centers around the securing of steel beams and copper wiring which must be used for installation. This was brought out in a question-and-answer period which followed Golden's prepared address.

Soon after Oct. 1, the supply of civilian building materials will "dry up," Golden told the open meeting of the TOA committee on theatre equipment and maintenance. Additionally, he urged exhibitors to replace worn equipment immediately since there is always the danger that the raw materials going into the manufacture of theatre equipment will be in increasing short supply in consequence of the government's defense program.

The theatre equipment and maintenance committee chairman, Joseph Zaro of Nashville, said the committee will report to the TOA convention today that "40 per cent of the theatres in the U. S. are not maintaining operations in accordance with 1951 standards" because of shortages of materials, and that "allocations will be reduced as the armament program increases."

"If circumstances permit, restrictions will be reviewed in the near future," Golden said. He later admitted, however, that he personally had "serious doubts" that there would be any early easing of the order.

The NPA film chief reminded the exhibitors that maintenance and repair building is not subject to government limitation, and can be carried out up to 120 per cent of average 1950 quarterly outlay on the certification of the individual theatre owner. He declared that NPA's compliance division has thoroughly investigated all complaints of illegal construction, and that "all cases of obvious violation are referred to the regional attorney for action."

Golden again urged his audience to replace worn equipment as soon as possible. "It certainly appears," he declared again, as he had in Kansas City in May, "that conditions may well get worse before they get better in the procurement of materials and equipment necessary to operate theatres or drive-ins. If the miracle of peace and security does not come about shortly, our defense requirements will make new construction increasingly difficult in the future."

No structural steel is currently available for recreational facilities, Golden reminded his listeners.

Golden corrected the impression that arose out of a meeting of the committee on Tuesday that an increase in the supply of copper for use in the manufacture of arc light carbons could be expected. He said the shortage of copper would continue but he took pains to impress on his audience the urgency for conservation of copper drippings that result from the burning of projector carbons.

The committee will inform the convention that it "cannot report that victory carbons will be replaced." It will recommend that all exhibitors participate in a copper drippings collection program.

Zaro said the committee also will urge in its report that exhibitors follow closely developments in the three-dimensional projection field.

Golden also corrected the erroneous impression held by some committee members that the U. S. is shipping copper to France. French-made carbons have thicker copper coats than those on victory carbons, and the committeemen drew the conclusion that the French product was coming to the U. S. with heavier copper coating by the grace of American copper exports. Golden cited the government's strict export control laws in asserting that the conclusion was incorrect.

He was thanked for this statement by Edward Lachman, distributor in the U. S. of Lorraine Carbons, French-made product. Lachman then added his voice to the appeal for an all-out exhibitor effort to collect copper drippings.

Gov't Cites

(*Continued from page* 1)

ties of scrap, the NPA said, but have not yet reported disposing of the scrap to dealers. Still other studios have offered to "make thorough efforts to clean out and turn over to dealers their inventories of obsolete and inoperative equipment," according to the NPA.

Among the items being scrapped are copper buss bars, obsolete electric motors, cable, wire, processing machines, sound devices, lighting equipment and props.

"This accomplishment," the NPA said, shows the scrap possibilities of industries not regarded as large consumers of iron and steel. One hundred tons of scrap recovered means 400 tons of new steel produced."

NPA's film division, headed by Nathan D. Golden, is working with the Motion Picture Association of America in promoting the studio scrap drive, the NPA said.

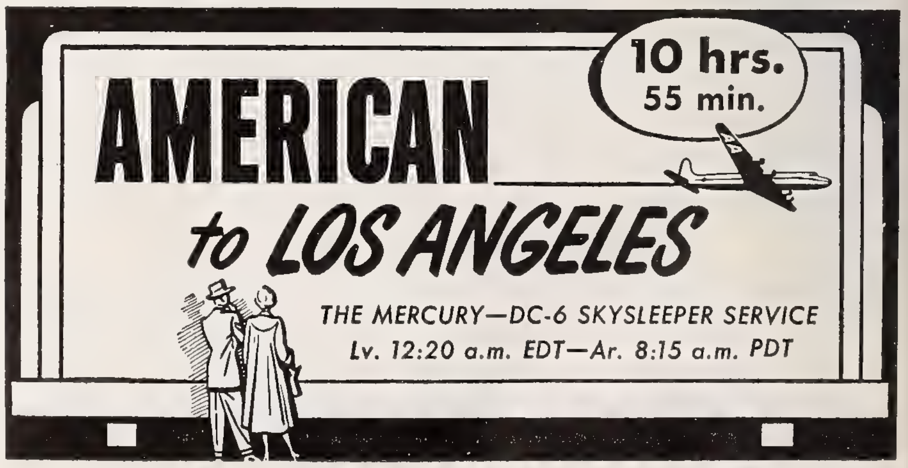
Thomas to Monogram

HOLLYWOOD, Sept. 26. — Frank Thomas, salesman for Paramount for 25 years and a three-time member of that company's 100 Per Cent Club, will join Monogram's Kansas City exchange as salesman effective Monday, it was disclosed here today by Harold Wirthwein, Monogram's Western sales manager.

Para. Gulf Sells House

NEW ORLEANS, Sept. 26.—Norman L. Carter, president of Paramount Gulf Theatres, Inc., has announced the sale of the Isis, Pensacola, a subsequent-run theatre, to the First Building Corp., Pensacola, Fla., which has leased it to J. C. Hester, owner-operator of the Florida in that city.

THIS IS A TEASER!
she sings!
she dances!
she makes love!
YVONNE DE CARLO
stars in
"Hotel Sahara"
released thru UA


10 hrs. 55 min.
AMERICAN
to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EDT—Ar. 8:15 a.m. PDT

Film Council Moves In On 16mm. TV

Hollywood, Sept. 26.—The AFL Film Council today voted unanimously to notify all TV film producers that its union jurisdiction applies to 16mm. as well as 35mm. film production. The action was taken following reports that certain producers working in 16mm were claiming exemption from union jurisdiction.

New TV Technique At SMPTE Meet

HOLLYWOOD, Sept. 26.—Laboratory studies looking toward the ultimate development of a theatre television system providing picture detail contrast equal to that of 35mm. motion pictures will be described by Otto H. Schade, of RCA Tube, at the 70th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held here Oct. 15 through 19.

This and other papers scheduled for afternoon and evening sessions of the opening day at the Hollywood-Roosevelt Hotel will present late developments in television equipment and techniques, it was announced here today by Peter Mole, president of the Society.

A highlight of the opening day will be the first annual presentation of the new "David Sarnoff Gold Medal Award" in recognition of the outstanding achievement in television engineering. The presentation will be made at a luncheon preceding the opening session.

Other papers scheduled for the session on theatre television include discussions of a new direct-projection theatre TV system and a TV camera adaptable for theatre network use, by F. N. Gillette, of General Precision Laboratory, and Blair Foulds and E. A. Hungerford, Jr., all of General Precision Laboratory.

SIMPP Not in on TV Channel Plan

The Society of Independent Motion Picture Producers expects to remain apart from the current planning for a unified film industry bid for theatre TV frequencies before forthcoming Federal Communications Commission hearings, according to Ellis G. Arnall, SIMPP president.

The Society has gone on record as "favoring" all types of television, including regular home video, subscription TV and theatre television.

Arnall said there is "no doubt," however, that the SIMPP will throw its support behind the arguments which exhibitor organizations and the Motion Picture Association of America member companies agree on for submission to the FCC.

The SIMPP president reminded that the organization's members have indicated that they look upon television as being motion pictures. The only difference between motion pictures as they are presented on theatre screens and television presentations, Arnall said, is "mechanical." Hence, he pointed out, the independent producers have no intention of "missing the boat" as far as television is concerned.

Will Rogers Hospital Fund Needs Cited by Montague

An urgent need for funds to carry on the work of the Will Rogers Memorial Hospital at Saranac Lake, N. Y., was the subject of an address yesterday by A. Montague, Columbia Pictures vice-president and vice-president of the hospital, before the delegates to the annual convention of the Theatre Owners of America at the Hotel Astor here.

Speaking at a convention luncheon sponsored by the ABC Vending Corp., Montague reminded that there are but four months remaining in the hospital's "Christmas Salute" drive for funds. Reminding also that the institution is maintained and operated exclusively for members of the amusement industry, Montague pointed out that it depends entirely on contributions from the industry. He cited the extent to which the film industry has supported the hospital, which he described as "a business of the heart instead of the pocketbook."

To Start Research Program

He reported the decision of the hospital's board of directors to start an ambitious research program on tuberculosis, its prevention and cure. All mankind stood to benefit from this, Montague said. The hospital, he reported, cured 36 patients last year and has at present some 58 patients under treatment. Meanwhile, he emphasized, funds are urgently needed to carry on the work.

Another speaker at the luncheon, which was under the chairmanship of Gael Sullivan, TOA executive director, was Woodrow Wirsig, executive editor of *Look* magazine. Wirsig praised the quality of films produced in 1951, and predicted that they would play an important part in meeting the present competition in the entertainment field. "I tell you frankly that never have I seen such an overpowering number of fine films come out of Hollywood," said the editor of the magazine which, in its Oct. 9 issue, will review the best films of the year in a seven-page article called, "Who Says Hollywood Is Dying?"

Choice Between 'Good' or 'Evil'

In the luncheon invocation, the Rev. Frank Graham, OP, national head of the Holy Name Society, reminded the exhibitors that theirs is the choice between "good" or "evil" in the purveying of entertainment.

A. Julian Brylawski, TOA legislative committee chairman, informed the gathering that the "news from Washington" on the tax exemption problem is good. He urged the exhibitors to continue to urge members of the House Ways and Means Committee not to include in the House version of the pending tax bill the provisions which "would promote promiscuous exhibition of films."

Jack Berenson, ABC vending head, paid tribute to the "strength and power" which the convention represented, and urged the exhibitors to remain united.

Guthrie Crowe, who had been scheduled to serve as luncheon chairman, was unable to attend the convention because of the demand of public duties in his home state of Kentucky, whose commissioner of police he is. He is president of the Kentucky Theatre Owners Association, a TOA regional.

Also seated at the dais, behind which were arrayed "blow ups" of pages of the forthcoming *Look* article, were the following, in addition to the speakers: actress Dorothy Malone, actor John Ireland, Charles O'Reilly, Ben Sherman, Herman M. Levy, Vernon Myers, Jack Finley and Mitchell Wolfson.

3,158 Were X-Rayed At TOA Convention

Some 3,158 film industry employes of this city took advantage of the free mass chest X-Ray which was given this week as a highlight of the Theatre Owners of America convention, sponsored by the Will Rogers Memorial Hospital in cooperation with New York's Department of Health.

As pointed out by A. Montague of Columbia Pictures, vice-president of the Hospital, "this is the first step in the development of the Hospital's health program." Similar X-Ray surveys will be made in all exchange areas during the coming year.

NPA to Tell D. of J. About New Houses

Washington, Sept. 26—The Justice Department has asked the National Production Authority to notify it of any applications for permission to build new theatres from any companies that were or are involved in government anti-trust suits. A government spokesman said this was "just an extra precaution, to find out about these building plans in the early stages."

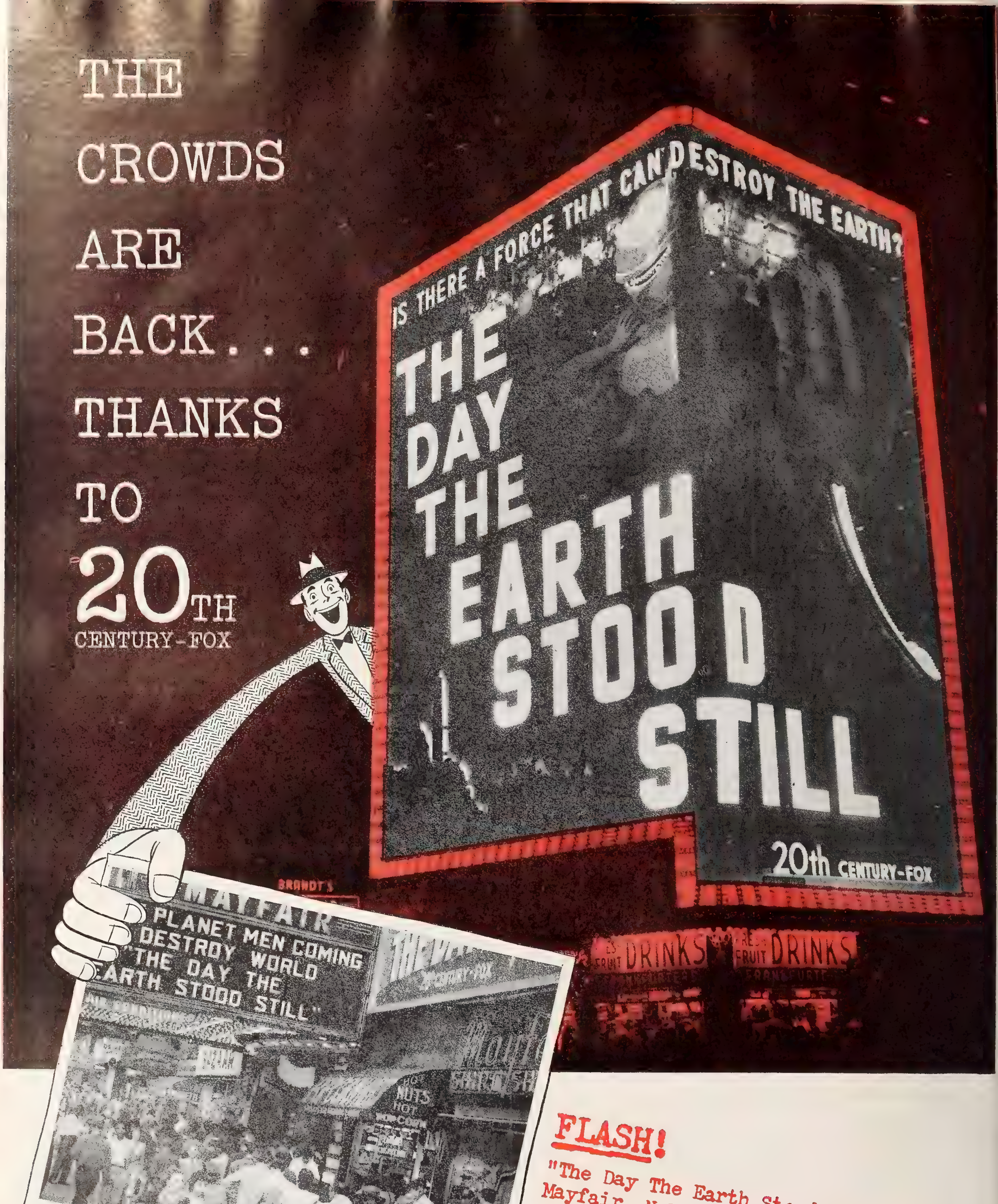
Discina Acquires New Film Product

Norman B. Katz, head of Discina International Films, has returned here after a month in Paris, during which he acquired new product for distribution in the U. S.

Among the films acquired are: "Un Grand Patron" ("The Big Boss"), starring Pierre Fresnay; "La Porte Ouverte" ("The Open Door"), starring Madeleine Robinson; "Daughter of the Sands," written by Jean Cocteau and narrated by Duncan Elliott; "Casque D'Or" ("The Golden Helmet"), starring Simone Signoret, Claude Dauphin and Serge Reggiani, directed by Jacques Becker; "Quai de Grenelle" ("Death Takes a Drink"), starring Henri Vidal.

The above films are in addition to those previously announced for 1951-52, which include "Ma Pomme," starring Maurice Chevalier; "A Simple Case of Money," starring Gaby Morlay, and "Blue-Beard."

11·15·51
WHEN
WORLDS
COLLIDE
Color by Technicolor
A Paramount Picture


THE CROWDS ARE BACK... THANKS TO 20TH CENTURY-FOX
IS THERE A FORCE THAT CAN DESTROY THE EARTH?
THE DAY THE EARTH STOOD STILL
20th CENTURY-FOX
BRANDT'S
MAYFAIR
PLANET MEN COMING
DESTROY WORLD
"THE DAY THE EARTH STOOD STILL"
DRINKS
FRUIT DRINKS
NUTS
Mayfair

FLASH!

"The Day The Earth Stood Still" at the Mayfair, N.Y.C., joins the ranks of the mighty 20th crowd-pullers "People Will Talk", "Meet Me After The Show", "Millionaire For Christy", "No Highway In The Sky" and the Goliath of them all, "David And Bathsheba".

It's Movie Time USA

MOTION PICTURE DAILY

It's Movie Time USA

VOL. 70. NO. 63 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 28, 1951 TEN CENTS

TOA'S 'SMALL VOICES' RAISED; ASK TRADE PRACTICE ACTION

TOA Belabors Sales Policies Of Two Firms

By CHARLES L. FRANKE

The Theatre Owners of America convention voted yesterday by a show of hands to put on the record its displeasure with recently formulated sales policies of two major companies, Paramount and Warner Brothers. At the same time, the delegates heard speakers pay tribute to the selling methods of M-G-M, and apparently agreed with them.

These developments took place at the morning business session yesterday, the final day of the four-day annual TOA meeting at the Hotel Astor here, following the reading of the report of the convention's exhibitor-distributor relations committee headed by Walter Reade, Jr.

The report, unanimously adopted by the convention, condemned the sales policies of the two companies without naming them. Nat M. Williams of

(Continued on page 4)

Seven-Year National Pact for Skouras

Charles P. Skouras is engaged in final negotiations here on a new seven-year contract as head of National Theatres Corp., to replace his present pact. The negotiations are expected to be consummated on Skouras's return to New York in about two weeks. He is scheduled to leave here for the Coast this weekend.

The new pact will be subject to ratification by the boards of 20th Century-Fox and National Theatres, when completed. The discussions confirm the industry understanding that the 20th-Fox consent decree imposed no bars against Skouras continuing as head of National after its divorcement from 20th-Fox.

Reade Asks TOA To Muzzle Press; Is Overruled

Walter Reade, Jr., chairman of the Theater Owners of America convention on exhibitor-distributor relations, precipitated one of the most unusual incidents in the history of exhibitor organization conventions by attempting to muzzle the trade press in its reporting of yesterday's convention session. He was overruled by a vote of the convention on his proposal to have the reporters' copy submitted to TOA general counsel Herman Levy

(Continued on page 7)

Saddler-Pep Film Packs B. O. Punch

A weird, knock-down-drag-out prizefight, packing an entertainment punch, has been captured in RKO Pathe's release of the Sandy Saddler-Willie Pep world featherweight championship bout on Wednesday night here. Fight fans will wonder at the antics in the ring, with Referee Ray

(Continued on page 5)

Protest Conduct of Exhibitor-Distributor Committee Meets; Force Airing on Floor of Convention and Urge a Militant Stand

By SHERWIN KANE

The only genuine "fireworks" ignited during the four-day convention of Theatres Owners of America proved to be an incident of internal combustion which occurred at the closing session in the Hotel Astor here yesterday. It began with an incipient revolt of the "little fellows" who were dissatisfied with the handling of their problems in the convention committee on exhibitor-distributor relations, chairmaned by Walter Reade, Jr., and spread to the floor of the convention, flustering Reade to a point at which he sought to gag the trade press but was overruled by a vote of the convention that the discussions should be open.

The discussion turned up criticism of TOA's handling of trade practice problems, particularly those confronting the smaller exhibitors, and produced some complimentary remarks from the convention floor on the handling of such problems by the rival Allied States organization. Some of the latter were ultimately challenged, however, by delegates who said they belonged to both TOA and Allied and could assure the envious non-Allied members that in reality things weren't very much different in the house next door than they are at home.

Sparked by such typical small situation exhibitors as Henry Reeve of Menard, Texas; Tom Dribble of Albuquerque, N. M., and Morton Thalhimer of Richmond, Va., however, the turn of events assumed such proportions as to produce indications that TOA will have to consider, if not adopt, a get-tough-with-

(Continued on page 4)

Fabian Is Elected TOA Executive Comm. Chairman

S. H. Fabian of New York yesterday was named chairman of the executive committee of Theatre Owners of America for the coming year at a meeting of the TOA board which concluded the business sessions of the organization's four-day convention at the Hotel Astor here. Fabian succeeds Walter Reade, Jr., in that post.

Other members of the new executive committee include Morris Loewenstein (secretary), Max A. Connett, H. H. Everett, Myron Blank, Ted R.

(Continued on page 5)

Production Code Adherence Urged by TOA Convention

Concern for the preservation of the industry's voluntary Production Code absorbed the delegates at the Theatre Owners of America's morning business session at the Hotel Astor here yesterday for the better part of a half hour.

At the conclusion of the discussion on the subject, the convention roundly applauded the inclusion in the report of its public relations committee a recommendation that producers be warned against "any attempt to overstep the word, letter and intent of the Production Code by script writers or directors."

During the discussion of the exhibitor-distributor relations committee report at the morning session, H. E. Jameyson of Commonwealth Theatres, Kansas City, sought to have included in that group's recommendations a resolution which demanded that all

(Continued on page 6)

8 to Serve TOA on Top COMPO Unit

Theatre Owners of Americas' board yesterday named the eight representatives who will serve the exhibitor organization on the executive committee of the Council of Motion Picture Organizations.

They are: Mitchell Wolfson, William F. Crockett, Myron Blank, Robert B. Wilby, Elmer Rhoden, Tom Edwards, S. H. Fabian and Gael Sullivan.

Balaban Sees Brighter Era

"A new and brighter era for everyone connected with the business" was forecast by Barney Balaban, president of Paramount Pictures Corp., last night at the Theatre Owners of America's convention dinner, held here at the Astor Hotel.

Addressing the large assemblage of exhibitors, distribution executives and others connected with the industry,

(Continued on page 7)

Personal Mention

JOHN JOSEPH, head of M-G-M's publicity department, will return here Monday from Paris.

•

DAVID SARNOFF, chairman of the board of RCA, will speak in Princeton, N. J. today at ceremonies commemorating his 45th anniversary in the field of radio.

•

PAN BERMAN, producer, and RICHARD THORPE, director, are due here Oct. 4 from England, where they have been making "Ivanhoe."

•

WILLIAM MEIKLEJOHN of Paramount studio's executive production staff will leave Hollywood today for New York.

•

MARTIN MICHEL, 20th Century-Fox radio manager, and his wife announce the birth of a son, GUY HANK, at the Lutheran Hospital here.

•

G. L. CARRINGTON, president of the Altec companies, is in New York from Beverly Hills for the TOA Convention.

•

I. FREEMAN of M-G-M's studio publicity department, returned to the Coast from here yesterday.

•

MORGAN HUDGINS, M-G-M studio publicist, will arrive here from the Coast on Oct. 13.

•

SOL SACHS, RKO Radio branch manager in Dallas, is in New York.

•

CURTIS BERNHARDT, director, will leave Hollywood for Europe shortly.

Ross-Stillman Film Set for November

Frank Ross, producer for many years, has turned to directing and his first effort, "The Lady Says No," will be given a pre-release in November and a general release about Jan. 1 by United Artists, he said here yesterday. Made in association with John Stillman, Jr., the film stars Ross' wife, Joan Caulfield, and David Niven. His next film will be "The WAC in Panama." Then Ross plans a trip to Italy to make another film on a freighter.

Bank financing is extremely difficult for independents, Ross said. His own financing is private, he asserted.

'Quo Vadis' to Open In N. Y. on Nov. 8

The world premiere of "Quo Vadis," M-G-M's Technicolor production, will take place in New York on the evening of Thursday, Nov. 8, in the Capitol and the Astor. Thereafter the picture will be shown at both houses for extended engagements. At the Capitol there will be a policy of continuous performances, while the Astor will present two performances a day on a reserved-seat basis. Advance reservations may be made at the Astor box office.

See Senate Okay on Tax Bill Tomorrow

Washington, Sept. 27.—The Senate hopes to finish voting and pass the tax bill by Saturday night, Majority Leader McFarland (D., Ariz.) said. So far, there has been no sign of any move to change the admission tax or other Senate Finance Committee provisions of interest to the film industry.

Asks House Group To Hear Buchman

HOLLYWOOD, Sept. 27.—Rep. Donald L. Jackson, House Un-American Activities sub-committee member whose departure from the hearing room here on Tuesday afternoon during Sidney Buchman's testimony reduced the subcommittee to less than a quorum, giving rise to the contention by Buchman's attorney that his client could not therefore be cited for contempt for refusal to answer questions, has telephoned the press to say that he had telegraphed all members of the Un-American Committee requesting that Buchman be called to appear before the full Committee in Washington and directed to answer questions he declined to answer here.

Buchman, president of Sidney Buchman Enterprises, independent producing company releasing through Columbia, had testified before the Committee that he was a member of the Communist Party from 1938 to 1945.

Video Producer Dare Denies 'Red' Charge

WASHINGTON, Sept. 27.—Returning to the Capital from the West Coast, the House Un-American Activities Committee got right into the swing of things with a brief hearing today at which television producer Danny Dare denied Martin Berkeley's charges that Dare had been a Communist Party member. Dare told the Committee he is not and never was a member of the Party, as testified by Berkeley during the Committee's hearings in Los Angeles.

House Votes $100,000 for Un-American Committee

WASHINGTON, Sept. 27. — The House today voted $100,000 for the House Un-American Activities Committee to continue its investigating work. No specific topics were named as future Committee targets.

Monogram Buys Unit From Johnston, West

Negotiations have been completed for Monogram to take over the Cincinnati franchise heretofore owned jointly by W. Ray Johnston and George West, Monogram president Steve Broidy reports.

Milton Gurian, former salesman for Monogram in Cincinnati, has been appointed by Morey Goldstein, sales vice-president and sales manager, to assume the post of branch manager.

Fanchon and Marco Reply to FCC On Intervention

WASHINGTON, Sept. 27.—The Fanchon and Marco companies, seeking to intervene in the Federal Communications Commission hearings on the proposed United Paramount Theatres-American Broadcasting Co. merger today replied to the recommendation of the FCC's broadcast bureau that intervention be denied.

In a brief filed with the Commission, the companies admitted they are not competing with ABC or UPT for any specific broadcast license, but said the FCC's rules should not be construed so narrowly as to limit intervention to a competing applicant. The business and property rights of the companies are endangered by the merger, it was argued.

The brief also admitted that there are many independent exhibitors similarly affected, but said this, too, should not be a reason for denying intervention as the FCC staff urged. The F. and M. companies are representative of a whole class of exhibitors "seriously and similarly affected," the brief said. It pointed out that no other theatre owner has yet asked to intervene, and said that if other exhibitors should seek permission, the FCC could always limit intervention to a "few, representative exhibitors."

Pinanski's Speech Draws FTPC Fire

WASHINGTON, Sept. 27.—Reacting quickly to the recent speech of Sam Pinanski, retiring TOA president, on the rights of exhibitors to show exclusive theatre telecasts, the Fair Television Practices Committee today let loose with a counter-blast.

FTPC chairman Jerome Marks said Pinanski's speech showed a "public-be-damned attitude which ill becomes a leader in a business which depends so much on public patronage and good will." Marks also attacked the International Boxing Club and intimated his organization would move for Justice Department and Congressional action against the IBC.

IBC, he declared, is "clearly operating as a monopoly, and as such is subject either to dissolution or public regulation."

The Committee is studying the monopoly angle and will bring its findings to the Anti-Trust Division, Marks stated. He also declared it was clear that state boxing commissions could no longer effectively control the IBC, and that "Congress may have to decide" what should be done.

Mankiewicz Leaving From 20th Confirmed

HOLLYWOOD, Sept. 27.—The 20th Century-Fox studio today confirmed the fact that Joseph Mankiewicz will terminate his contract on completing the direction of "Five Fingers" tomorrow. The separation was called mutual and friendly. It ends a seven-year deal, recently negotiated, which called for his making one picture annually at the studio.

House to Look Into Overlapping Taxes

Washington, Sept. 27.—The House today approved a resolution directing the Ways and Means Committee to study overlapping Federal, state and local taxes, and to make recommendations by the end of next year for eliminating such duplication.

Overlapping taxes on theatre admissions is a top economic burden for exhibitors in many areas of the U. S.

Universal's Net Is Up Sharply

Universal Pictures and subsidiaries report for the 39 weeks ended July 28, 1951, a net profit of $1,127,182, after provision of $1,675,000 for Federal taxes and after provision of $400,000 for contingencies. This is equal to 98 cent per share on the 960,498 shares of outstanding common stock, after deducting dividends on the preferred stock.

This compares with a net profit of $979,171 for the corresponding 39 weeks of the previous fiscal year when no provision for Federal income taxes was required because of the availability for tax purposes of special non-recurring expenses charged to a reserve previously provided therefor.

Trad TV Hosts TOA Prospects at Bout

Trad Television Corp., which manufactures a theatre television unit selling for $7,650, was host to 18 exhibitors at the telecast of the Saddler-Pep fight Wednesday night in the St. James Theatre, Asbury Park, N. J., where the Trad equipment is installed.

The exhibitors were from various sections of the country, attending the Theatre Owners of America convention here and had expressed interest in the Trad equipment while visiting its exhibit at the TOA trade show in the Astor Hotel this week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • VIRGINIA MAYO
"CAPTAIN HORATIO HORNBLOWER"
Color by TECHNICOLOR
A Warner Bros. Picture
plus Spectacular STAGE PRESENTATION

HOWARD HUGHES presents
JOHN WAYNE • ROBERT RYAN
FLYING LEATHERNECKS
TECHNICOLOR
in person!
LOUIS PRIMA and his Orchestra
"KEELY" SMITH
The Vanderbilt Boys
Extra
TONY BENNETT
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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...and
the next
Warner
Bros.
Picture
to hug to
your Showman's
heart
is

"Close to my Heart"

A BOLD, BRIGHT
MODERN LOOK
AT WHAT
MAKES LOVE
GO 'ROUND!

STARRING RAY MILLAND and GENE TIERNEY

WITH FAY BAINTER DIRECTED BY WILLIAM KEIGHLEY PRODUCED BY WILLIAM JACOBS

Written by JAMES R. WEBB From his story in Good Housekeeping Magazine • Music by Max

79 K [illegible] 30 P.M.

ATL
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:30 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
Paramount Screening Room
362 South 2nd St. 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:00 P.M.

Make a happy note now of the
TRADE SHOW
OCT. 3!!!

Special P.S.—Be sure to
invite Mrs. Exhibitor too!
It'll be a real treat!

ASK TRADE PRACTICE ACTION

(*Continued from page* 1)

distributors attitude paralleling that popularly ascribed in the trade to Allied, or resign itself to the loss, one of these convention times, of important segments of its "little fellow" membership.

Just that was threatened privately, if not openly, around the convention.

The flare-up began when Reade adjourned the meeting of his exhibitor-distributor committee at mid-day on Wednesday, leaving many of the small theatre owners feeling that not only had they been offered no solutions for their problems but had been ruled out of order in raising some of them in committee.

Several of them told *Motion Picture Daily* they were prepared to "walk out" of TOA in the event their ensuing protests and demand that the committee reconvene were ignored. The committee did reconvene Wednesday afternoon, however, and it was subsequently reported (all meetings of Reade's committee were closed to the press) that a full hearing was given to those who had been left with much unsaid earlier.

The internal dissension at the committee meeting blossomed on the convention floor yesterday morning when Reade, after reading the committee's report, asked Reeve if he felt some of his problems and questions had been met.

Reeve replied that he believed "progress was being made" in the right direction but showed by his choice of words that he felt much more might have been done.

"I would like to see some part of TOA set apart to handle the problems of small exhibitors and take care of complaints from the field," he said.

With the subject in the open, Dribble arose to ask Max Connett of Newton, Miss., who was presiding, what he could tell his fellow exhibitors the convention had accomplished for them when he returned. Explaining that he felt he had little to take back with him, Dribble observed "If TOA can't be of help to us, Allied will get new members."

Connett said he agreed.

The discussion was carried over to the afternoon session, which had been scheduled as an open forum. Myron Blank of Des Moines, presided, and invited Dribble to repeat his question of the morning. Dribble said he wanted something "concrete to take home. What about the print shortage? What about arbitrary film terms and all the other problems that are confronting the small exhibitor?" he asked.

Blank invited anyone in the convention to reply and, when there were no takers, he called upon Sam Pinanski of Boston, outgoing TOA president, who cited positive convention action on such topics as public relations, decency in films, television, "Movietime," theatre maintenance and other topics. Then, turning to trade practices, he reminded that the membership had been responsible early in the career of TOA for its elimination as an active concern of the organization. Trade practices are now matters of TOA concern but, if the membership wants greater attention paid to them, it is up to the membership to make their wants known through the board of directors, Pinanski said.

Thalhimer said he felt the convention had failed in "several ways."

"We want arbitration, but the convention doesn't know how to get it," he said. He went on to state that the exhibitors present had heard nothing about the product "they will be called upon to sell during the next 12 months; how to exploit and advertise it, and said that he had heard much about the by-products of theatre operation, refreshments and the like, and nothing about the product that gets the people into the theatres to buy the refreshments. He said he regretted the lack of a TOA forum in which terms paid for films and their performance at the box office could be discussed.

"We love the big exhibitors who are our fellow members," Thalhimer said. "But they brush you off if you try to talk film rentals to them. It is the same for union wages, operating costs in general. Some of us won't be back next year unless you show you are trying to do something about these things."

"We haven't done those things a trade organization is supposed to do. In reality, we aren't a trade organization. I am jealous of Allied when I read they talk film costs in their clinics. Why can't TOA use its great power to hold film costs in line?"

Thalhimer sat down to spirited applause.

Blank replied that efforts had been made to get company people to the convention to describe new product. He reminded that "all the answers cannot come out of a meeting of this kind."

Charles Skouras, president of National Theatres, said "No organization can do all you ask. Arbitration can settle many of your complaints. We must use common sense in tackling these problems."

Pinanski pointed out that full information on product is available in the trade press and that the exhibitor can always go to film exchanges and trade shows for more of the same. "There is no substitute for seeing what you are going to sell," he said.

"I would like to see TOA a buying organization for all your theatres," he added, "but there are laws which prevent that."

Jack Braunagel of Kansas City arose at this point to state that he belonged to Allied as well as TOA and that there are others in this room who belong to both organizations also. "We can tell you that we don't use Caravan. We don't think it's worth a thing."

Connett, Blank and Nat Williams emphasized that the TOA board and officers are dependent for instructions on the membership. If insufficient attention is paid to trade practices by TOA, it is up to the members to change that, they said.

Some of the members indicated they will be trying to do just that.

Trust Suit Status Scored by Skouras

More than $5,000,000 is being spent annually by distributors to settle anti-trust suits filed by exhibitors, Charles P. Skouras claimed in a letter to Ted R. Gamble which was read to the TOA convention yesterday by Walter Reade, Jr., as a preface to the report of the TOA distributor-exhibitor relations committee.

Skouras' letter, embodying a strong appeal for the establishment of a system of arbitration which would serve to reduce intra-industry litigation, termed the bulk of the suits "legal blackmail."

Tantamount to 'Legal Racketeering'

The National Theatres president declared in the letter that "over $200,000,000" worth of the actions were "shakedown suits" and are tantamount to "legal racketeering." Many of the plaintiff claims, he said, are "stale" in that they represent alleged abuses of 10 to 15 years earlier.

He said the extent to which lawyers profited from the suits was "a scandal."

TOA Belabors Sales Policies

(*Continued from page* 1)

Thomasville, Ga., took the floor following the reading of the document by Reade and chose to name Paramount in connection with the condemnation. Max Connett, Newton, Miss., chairman of the session, then said he would go Williams one better and named both Paramount and Warner Brothers as offenders "in my territory."

The committee report, under the heading "Inequitable Sales Policies," indicated the group "can, and should, condemn the recently formulated policy of at least two major companies who are seeking, (in the face of depressed box office grosses, and in the face of the economic restrictions preventing increase in admission prices) to increase sliding scale formulas and split figures."

Williams, who said he favored "naming names," warned his fellow exhibitors that "if you don't get this corrected you'll wind up with a filling station pumping gasoline." The delegates cheered his brief, but hard-hitting remarks.

Both Williams and Connett spoke of M-G-M as "the only company where you can get consideration in respect to percentages in small towns." The meeting applauded Connett when he, as chairman, suggested that the trade press be encouraged to "spread around" the information he and Williams reported. Reade, reluctant to go along on this suggestion, finally gave it to the delegates to decide whether the session activities in their entirety should be on the record. The show of hands was overwhelmingly in favor of putting on the record all that transpired at the meeting.

The committee's report stated that in addition to the alleged increase in sliding scale formulas and split figures "the arbitrary determination on a national level, of what rentals should be, presents one of the greatest problems of exhibition. The almost complete refusal of distribution to recognize that what it receives as rental must have some logical connection with the earning power of a particular theatre has created more aggravation and industry ill-will than all other problems combined."

The report asserted that "Until such time as distribution abandons its illogical approach to film rental, the industry will flounder in the ever increasing waters of ill-will. That distribution has not seen it that way, or refuses to see it that way, is a tragedy."

The Williams and Connett statements condemning Paramount policies linked that company's distribution vice-president, Alfred Schwalberg, with them. Later, Connett made it a point to include Barney Balaban, Paramount president, in responsibility. The names of both William F. Rodgers, Loew's M-G-M distribution vice-president, and Nicholas Schenck, company president, similarly were mentioned in conjunction with the commendatory references to M-G-M.

The report condemned also the industry's inaction with reference to proposals for the establishment of an arbitration system; held that it is uneconomic that motion pictures made for theatres should find their way to television; commended production and distribution on the increased number of color pictures; charged that distribution is solely responsible for print shortages; contended that "the widespread use of competitive bidding is for the sole purpose of obtaining increased film rental and we condemn it." The committee also expressed its appreciation to the "six top distributor sales representatives" who met with it last Tuesday afternoon, and pointed out that the representatives "promised to have appropriate personnel available to meet with us at all times in attempting to solve the individual problems for our members." All these facets of the report are presented in detail in adjoining columns.

Sidney Lust of Washington paid tribute to Reade "for the job he did on the report," and Samuel Pinanski, former TOA president, led the delegates in applause for "the way Max Connett handled the session."

Connett, at the request of H. E. Jameyson of Commonwealth Theatres, Kansas City, authorized the latter to form a committee which, following the morning session, was to meet with George Dembow, National Screen Service executive, in an effort to solve problems relating to the production of trailers and accessories. Harold J. Fitzgerald of Fox Wisconsin Amusement, Milwaukee, declared that the employes the distributors have assigned to trailer production "should be fired" for incompetence.

The morning session provided a preview of the threatened revolt of "grass roots" TOA members when Tom Ribble of Interstate Circuit, Albuquerque, N. M., told the delegates in an address from the floor that he felt he could report little of advantage to the small theatre operators of New Mexico as coming out of the convention.

Ten Theatres to Carry Football TV

Five theatres in the East will join five United Paramount theatres in the Midwest for the exclusive telecast tomorrow of the Notre Dame-Indiana football game, the kick-off contest of the fall football program.

Theatre Network Television announced yesterday that the following theatres will carry the event: Pilgrim, Boston; Grand, Albany; Carlton, Providence; Capital, Binghamton, and Stanley, Philadelphia. In addition, UPT's Uptown, Tivoli and Marbro, Chicago; Michigan, Detroit, and Radio City, Minneapolis, will carry the event.

MGM, State Dept. in Tieup for an Exhibit

Metro-Goldwyn-Mayer will supply material for a traveling animated cartoon exhibit planned by the U. S. State Department, as a result of conferences between Fred Quimby, producer of M-G-M cartoons, and Fillmore Phipps of the State Department's International Motion Picture Division.

The exhibition, which will tour parts of Europe, the Middle East and Far East will illustrate in detail the varied steps in the production of animated cartoons from original rough drawings to the finished cartoons. The tour will start early in October.

Saddler-Pep Film B.O.

(Continued from page 1)

Miller hitting the floor in the seventh round and intermittent wrestling going on in the arena.

The fight film, which runs 19½ minutes, shows both fighters about equally guilty of holding and throwing collar and elbow blows. The theatre audience probably will be as much astonished as the Polo Grounds' crowd when the fight ended abruptly at the beginning of the ninth, with Pep throwing in the towel.

At its initial screening at Broadway houses, theatre managers reported box-office receipts from "good" to 50 per cent above normal. The sharp business climb was especially noted at the Embassy Newsreel Theatre on Broadway which received its print at noon, the earliest of the three Broadway houses getting the film. The only theatre which hiked its price was the Trans-Lux on 49th Street which reported business good at 50-cent afternoon admission prices, 10 cents higher than normal. The New Amsterdam Theatre which got the films at about one P. M., reported business ranging from average to good.

On the theatre television front, Wednesday's bout did not do as well as other major events, but the number of paying customers in the 16 theatres probably doubled the 13,800 who saw Saddler retain his title by a technical knockout at the Polo Grounds .

As to the film, due credit should go to Harry Smith, Larry O'Reilly and William Deeke who supervised the 10-man camera crew. Noted sports writer Jimmy Powers kept his commentary to the minimum, a factor which helps the film.

Twelve hundred prints were rushed out in record time to assure complete Coast-to-Coast coverage, Jay Bonafield, RKO Pathe executive vice-president, reported. By late afternoon, 130 Metropolitan New York houses were showing the film. RKO exchanges East of the Mississippi received prints by evening and those West of the Mississippi will get prints today.

Additional reports on theatre TV performance showed that in Pittsburgh, Shea's Fulton Theatre attracted an audience of 1,400 persons compared to a seating capacity of 1,600, while in Cleveland, the 3,300-seat Palace was about half-filled.

M. H.

Cruz, Ex-Producer, Heads Mexican Bank

Mexico City, Sept. 27. — Eduardo Vidal Cruz, ex-producer, now heads the trade's own bank here, the semi-official Banco Nacional Cinematografico. He succeeds Andres Serra Rojas, head of the bank since 1948.

Astor to Release New Western

Negotiations have been completed between Robert M. Cavini, president of Astor Pictures, and H. W. Kier, head of Kier Film Co., San Antonio, for the distribution of a new western, "Border Fence."

Elect Fabian

(Continued from page 1)

Gamble, R. R. Livingston, Arthur Lockwood, Samuel Pinanski, Albert M. Pickus, Elmer C. Rhoden, Martin Mullin, Harold Fitzgerald, Charles P. Skouras, Morton G. Thalhimer and Robert Wilby.

Chairman of standing committees for the 1951-52 year were named as follows: Council of Motion Picture Organizations affairs, Thalhimer; theatre television, Robert H. O'Brien; distributor-exhibitor relations, Reade and Alfred V. Starr; public relations, Elmer Rhoden, Sr.; drive-in theatres, Jack Braunagel; national legislation, A. Julian Brylawski; state and local legislation, Loewenstein; 16mm. S. B. Kirby; concessions, Harold Fitzgerald; theatre equipment and accessories, R. H. McCullough; organization and membership, E. D. Martin, Jr.; legal advisory, Herman M. Levy; film reviewing, Robert Wilby, and building and safety codes, Henry Anderson.

The board adopted a resolution praising Fabian for his work as chairman of the convention. A resolution, bidding a speedy recovery to William F. Crocker, president of the Virginia Theatre Owners Association, who has been ill, was passed, Wolfson, the new president of TOA, told the board he would submit to the group in 60 days his administration program.

B. and K. Dividend

Chicago, Sept. 27.—Balaban and Katz Theatres Corp. has declared a quarterly dividend of $1.25 per share.

PARAMOUNT TRADE SHOWS
Monday, October 8, 1951

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EDMOND O'BRIEN
YVONNE DE CARLO
BARRY FITZGERALD in
"SILVER CITY"
Co-Starring
RICHARD ARLEN · GLADYS GEORGE
LAURA ELLIOT
Color by TECHNICOLOR
Directed by BYRON HASKIN · Screenplay by FRANK GRUBER · Based on a Story by Luke Short · Produced by Nat Holt

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	8 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	1:30 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	1:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCR'NG RM., Florida Thea. Bldg.	1:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M.

End Fighting, TOA Urges Drive-Ins And Conventionals

The Theatre Owners of America convention yesterday called upon drive-in operators to "cease fighting among themselves and with conventional theatre owners," and urged conventional theatre operators who have not done so to recognize that the drive-in theatre "is a natural and normal entertainment development and is now established as an important contributor to the health of the motion picture industry."

At the morning session of the final day of TOA's four-day annual meeting at the Hotel Astor here, the delegates unanimously voted acceptance of the report of the convention drive-in committee, headed by Jack Braunagel, Kansas City.

In addition to encouraging peaceful relationships among drive-in and conventional theatre operators, the report urged that all drive-ins "enthusiastically join the 'Movietime U. S. A.' campaign during the 1951-52 season and contribute to the maximum of (their) ability to make this campaign the most effective of its kind in the history of our industry."

The committee resolved "that all TOA members in the drive-in field should visit at least two or three inexperienced operators (of drive-ins) and personally invite them to attend the next TOA meeting in their territory."

A dissatisfied theatre customer, whether of a drive-in or of a conventional house, "is a loss to the industry as a whole," the committee report warned. It recognized that one-seventh of all theatres in America are drive-ins, which makes them "a very important revenue factor in the industry both for distribution and in attracting new picture goers for exhibition."

The committee asked the convention to go on record as being opposed to the production of "dark and shadowy pictures, or at least suggest that special prints processed lighter be made for the 3,000 drive-ins in America, so that at all times our giant screen pictures will be superior in every way to TV screens." This was recommended "due to the fact that studios have produced so many features dominated by night scenes or shadows that are not able to be properly shown on drive-in screens to the enjoyment of the patron."

The convention also voted unanimous acceptance of a report of the concessions committee read by its chairman, Harold J. Fitzgerald of Milwaukee. The report urged the establishment of a service agency which "would act as a clearing house for manufacturers and members on such subjects as prices, purchases, market developments, quantities obtainable, and such other services as the other trade service organizations give their members." It was suggested that an exhibitor committee be appointed to investigate the recommendation. Also called for was a standing committee of exhibitors "who have essential talent and experience in sales approach and advertising" to supervise the publication of an exhibitors' concession magazine which would carry facts, figures and suggestions pertaining to the operation of concessions in theatres.

It's TOA-Time, New York

By RED KANN

THE most carefully planned conventions don't always proceed according to Hoyle. The closing chapters of the TOA conclave proved it.

Resentment accelerating rapidly over what was alleged to have been the peremptory manner in which deliberations of the exhibitor-distributor relations committee were choked off on Wednesday hit boiling temperatures. It brought a threat of revolt by small town exhibitors, represented by such men as Henry Reeve of Texas and Tom Dribble of New Mexico, forced another and unscheduled session of the committee that afternoon and another and unscheduled meeting of the board of directors yesterday afternoon after the open forum witnessed a considerable letting of pent-up steam.

It was TOA that was meeting, but the characteristics were those of an old-fashioned Allied pow-wow hell bent for action.

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Men like Morton Thalhimer of Virginia, Max Connett of Mississippi and Nat Williams of Georgia were quick like anything to indicate their disappointment and displeasure over the course the convention had been following. They deplored inaction. They charged pussyfooting. They couldn't see why names couldn't be named, and then they did. Williams attacked the Paramount sales policy on 40 per cent pictures. Connett said he'd throw in Warners, and did.

Walter Reade, Jr. chairman of the committee, tried to gag the press, falling back on the statement he didn't make policy but that TOA officers did. This ran counter to the statement made the day before that committee chairmen drew up their own rules of procedure. Reporters were half out of their seats when, by a preponderant hand vote, delegates moved for a completely on-the-record session.

Reeve hailed this decision as one of the "outstanding" ones of the entire convention. "It may well be that in the trade press we have a more powerful factor than the president and the board of directors."

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Here are scattered quotes reflecting the sentiment of the disgruntled group:

Thalhimer: ". . . the convention has failed because we have kept on emphasizing by-products. I have heard a great deal about soft drinks and pop corn and practically nothing about films. . . . We have the right to hold a forum on film rentals and to express our views without fear of reprisal. I urge the Skourases, the Wolfsons and the Pinanskis to look at the facts of life and quit kidding us."

Connett: "It's pretty tough when 6,000 to 8,000 exhibitors can't get the distributors to sit around a table and discuss arbitration. Perhaps a few more law suits would be desirable at that. They might command respect and some attention. . . . Metro is the only distributor in my territory giving consideration to the small exhibitor."

Reeve: "Some exhibitors have been asking me why some part of TOA cannot be devoted to the many problems of the small exhibitor, why they can't have a desk in a corner of national headquarters."

Williams: "My grandfather, Cicero Williams, once told me, 'Son, never call a man an S.O.B. by proxy. Tell it to him to his face'."

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Dribble handed the meeting a laugh with: "I don't know if you want to hear from a guy who's only been in TOA two years."

To which Connett rejoined: "You probably have a clearer view of things than we have."

Dribble was part of the group which was bothered about the kind of a report it might carry back to exhibitors. "What am I going to tell them about solutions to our problems?", he wanted to know.

"Maybe someone here can help us out," replied Connett.

Charles Skouras thought the panacea was arbitration. Sam Pinanski said exhibitors could not expect TOA to act as "nursemaid" and suggested the best way to get a continuing flow of product information (Thalhimer blamed TOA for the lack of it) was to rely on the trade press. Sidney Lust of Washington thought the top command would do a good job and admonished the conventioneers "not to worry." Bob Livingston of Nebraska reported he was loaded with the resolutions of previous years and thought it high time to get a few with teeth in them.

Etc., etc.

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How big is the concession business these days? A. N. Steele, president of Pepsi-Cola, paraded an array of very interesting statistics at the luncheon. From his address:

Total refreshment sales in theatres in 1950 were $402,700,000.

Forty-eight per cent went for popcorn, 33 per cent for candy and gum, six and one-half per cent for ice cream and other foods, slightly under one per cent for cigarettes and 11 per cent for soft drinks.

Sixty-three of every 100 ticket buyers bought refreshments on the inside.

Refreshment sales averaged nine and one-half cents per theatre ticket.

For every dollar taken in at the box-office, the refreshment stand grossed an additional 28 cents.

Refreshment sales totaled 22 per cent of the combined gross income from ticket and refreshment sales in all categories of theatres—circuit and independent, drive-in and conventional.

The 11 per cent represented by soft drink purchases gave exhibitors an additional revenue of $44,302,000.

By moving its refreshment stand 30 feet, a California theatre added $7,000 to its income from that stand.

In Texas, a theatre increased per-person sales from 5.5 cents to 10 cents by improving the location of its stand.

By investing $4,500 in improving its stand, a New York theatre tripled its cents-per-person sales from five to 15 cents and more than doubled the gross income of the stand in spite of a 20 per cent drop in attendance.

Sounds like a business, doesn't it?

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The irrepressible Skouras scored a couple of times. In a letter to Ted Gamble, he underscored the danger of anti-trust suits, called many of them "legal blackmail" and "racket suits" amounting to what was almost "a public scandal." At the luncheon he remarked, "If I didn't murder English, I'd still be a bus boy at the Jefferson Hotel in St. Louis.". . . TOA's official view on competitive bidding: "Inherently a dangerous instrument.". . . "My head is bloody, but unbowed," said Reeve. "You must have some blood left because you're still an exhibitor" rejoined Connett. . . . Coca Cola's tariff for the elaborate "Show Boat" party Tuesday evening was $20,000. And then they ran out of Cokes. . . . Statistics, via George Mann who operates 60 Central and Northern California theatres with Bob Lippert: "We do $1,000,000 a year in concession business."

Prod. Code

(*Continued from page* 1)

branches of the industry be called upon to subscribe faithfully to the Code.

Jameyson sought also to have the convention instruct the TOA president to convey to the Production Code Administration an expression of support of the Code from the exhibitor organization. He said he read an article in a recent issue of *Time Magazine* which looked with favor on the increasing production of "adult" pictures. He claimed the article, in effect, championed the making of "immoral" films.

When a vote on Jameyson's resolution was about to be taken, Walter Reade, Jr., chairman of the exhibitor-distributor relations committee, ruled that a resolution of that nature did not properly belong in a report of that particular committee. At that point Samuel Pinanski, outgoing TOA president, took the floor to inform the delegates that the public relations committee, which he headed, had included in the report it would present at the afternoon convention session recommendations that coincided with Jameyson's views.

Max Connett of Newton, Miss., chairman of the morning session, then read to the convention the paragraph on the Production Code included in the Pinanski committee report, as follows:

"Your committee considered it advisable to go on record as being in complete accord with the Production Code of the industry as practiced over the years. Several pictures in current and recent release were mentioned as having broached the barriers of this Code to a point where criticism was invited at the rural level from which most such criticism emanates. It was pointed out that while these pictures find acceptance and profit in big cities with sophisticated audiences, they leave an unpleasant taste in the hearts and minds of the great majority of our audience in rural areas. It was thought advisable to recommend to producers that any attempt to overstep the word, letter and intent of the Production Code by script writers or directors be instantly curbed and that spoken lines of obvious double entendre tending to lasciviousness, or objectionable scenes showing the use of alcoholic beverages—unless these are essential to the plot and portent—be deleted."

The convention reacted with enthusiasm when the reading was completed. Jameyson, obviously satisfied, at once withdrew his resolution.

Technicolor Dividend

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents per share, payable Oct. 22, to stockholders of record at the close of business on Oct. 10.

Balaban Sees

(*Continued from page* 1)

Balaban spoke in a confident mood about the industry's future, compared to what he called "the struggle to survive" which had been experienced by the industry in the past three years.

On the topic of the impact of television, Balaban said it was "futile" to stand on the sidelines ostrich-like and do nothing to meet and match the new medium. He warned that "the public will be served, and it is up to us to find out what the public wants and give it to them better than the next fellow. If we are alert to the opportunities opened up by television, we can ride the tide with progress."

Speaking for Paramount, Balaban continued: "We have every intention of keeping abreast of the changing times. I am sure that other distributors feel the same way."

Since 1948, the Paramount president stressed, the industry has adapted many changes, both on the production end and on the exhibition front, to meet the challenge of the drop in income compared to the lush war years.

"Now, three years later, the headlines of our trade press, day by day, reflect the changing character of our industry. They record the transition from the grim reality of a struggle to survive to happier days."

He paid tribute to the selection of Mitchell Wolfson as the new TOA president and Charles Skouras as chairman of the TOA board. He called upon exhibitors to roll up their sleeves and do the job merited by more and better product from Hollywood. In this connection, he called for complete unity behind the "Movietime U.S.A." campaign and praised the efforts of R. J. O'Donnell, national "Movietime" director, and the Council of Motion Picture Organizations.

Among those invited to the dais were: Adolph Zukor, Balaban, Albert Warner, Jack Cohn, Nicholas M. Schenck, Herman Robbins, Herbert J. Yates, Arthur Krim, N. J. Blumberg, William Michel, Ned E. Depinet, Joyce O'Hara.

Also Ted Gamble, Wolfson, Charles Skouras, Walter Reade, Jr., John Rowley, J. J. O'Leary, Max Connett, Leonard Goldenson, Nat Williams, Gael Sullivan, Herman L. Levy, Samuel Pinanski, Russell Hardwick, Myron Blank, S. H. Fabian, Chic Lewis, George P. Skouras, Louis Montes and Benjamin Cohen.

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TOA'S EXHIBITOR-DISTRIBUTOR COMM. REPORT HIGHLIGHTS

The report of the Theatre Owners of America's convention committee on exhibitor-distributor relations, adopted unanimously by the annual meeting yesterday, the final day of the sessions at the Hotel Astor here, dealt with seven subjects in the sphere of trade practices. The report, which was read to the convention by Walter Reade, Jr., committee chairman, makes these points:

Arbitration

"The industry is almost prostrate today from the murderous impact of litigation. As of May of this year there were pending 121 suits seeking more than $330,000,000 in damages.

"There are no factors on the immediate horizon to indicate that we are privileged to anticipate an industry system of arbitration. For that lack we must hold the industry responsible.

"TOA will continue its efforts to bring about a system of arbitration in the immediate future.

"In the absence of such a system, the exhibitor is confronted with no practical alternative, but the institution of law suits.

"While the industry collectively must be held responsible for the absence of a system of arbitration, the major portion of the blame must fall on the distributors' shoulders. They have done nothing affirmatively by way of direct assistance for the creation of such a system. We call upon distribution to use its best efforts forthwith to formulate a plan of arbitration. We pledge ourselves to adopt any such workable system."

Sales Policies

"We firmly believe that in the last analysis the prices paid for pictures must be left, for the most part, to the individual negotiation. A national trade association, such as TOA, specious claims to the contrary notwithstanding, is not able to be of assistance in determining what its members should pay for film. This committee can, and should, however, condemn the recently formulated policy of at least two major companies who are seeking, (in the face of depressed box-office grosses, and in the face of the economic restrictions preventing increase in admission prices) to increase sliding scale formulas and split figures.

"This factor, plus the arbitrary determination on a national level, of what rentals should be, present one of the greatest problems of exhibition. The almost complete refusal of distribution to recognize that what it receives as rental must have some logical connection with the earning power of a particular theatre has created more aggravation and industry ill-will than all other problems combined. This distribution has, for the most part, refused to recognize.

Pictures in Color

"We commend production and distribution on the increased number of color prints."

Print Shortage

"That such a shortage exists is without question. This problem looms as one of the most acute in the industry. Distribution takes the position, though illogical, that the fault of creation is with exhibitors, and that that is where the remedy should lie. We refuse to take the blame and we put the monkey right back where it belongs. The responsibility for determining reasonable clearances is, by court decision, that of distribution."

Television

"We feel that the theatre has an investment in all motion pictures that have been made, and are to be made, for exhibition in theatres. We feel that it is uneconomic that such motion pictures should find their way to television."

Competitive Bidding

"Use of competitive bidding is basically legal. There are some exhibitors who want competitive bidding because they feel that is the only method available whereby they may be able to obtain a run hitherto not enjoyed by them. In some instances the use of competitive bidding can be justified for the purpose of avoiding a law suit. But we take the position that outside of those categories, the widespread use of competitive bidding is for the sole purpose of obtaining increased film rental and we condemn it. Distributors must awake to their responsibility before it is too late. Competitive bidding is an inherently dangerous instrument. It must not be left to the uncontrolled discretion of distributors. The failure of distributors to adopt a set of rules to govern competitive bidding is proof of bad faith on the part of the distributors on this subject.

"On our part we shall continue in our unrelenting, militant campaign against the unjustifiable use of competitive bidding."

Industry Cooperation

"We appreciate very much the acceptance by six top distributor sales representatives of our invitation to meet with us on Tuesday afternoon. The meeting was informative and helpful. The exchange of ideas was refreshing. The representatives present, for their companies, promised to have appropriate personnel available to meet with us at all times in attempting to solve the individual problems for our members. You are cordially invited to take advantage of this service."

Thailand Film to RKO

RKO Radio has bought distribution rights to Svensk Filmindustri's "Jungle of Chang," Robert Mochrie, sales vice president, has announced. The picture, made in Thailand, and spoken in Siamese, has a running English commentary by Leonard Bucknall Eyre. Stars are two Siamese actors, PoChai and MeYing, and casting credit is given to Mah, a dog; Pe, a goat; Ling and Ihooy, monkeys; Siia, a tiger, and Chang, an elephant.

Reade Houses Get Opera

Walter Reade Theatres has booked the London Opera Company for performances of Bizet's "Carmen" at its Red Bank Carlton, Plainfield Oxford and Perth Amboy Majestic Theatres in New Jersey.

Muzzle Press

(*Continued from page* 1)

for censorship, if they remained in the meeting room.

Reade previously had proposed the same procedure for his committee sessions after asking unresponsive members in the meeting room if "The press should be thrown the hell out of here?" Rather than agree to submit its copy to censorship, MOTION PICTURE DAILY reporters left Reade's committee room. That was on Tuesday.

Yesterday, as Reade presented his committee report to the open convention, discussion of the report began and names were named—individuals as well as companies. Reade halted the meeting, although Max Connett of Newton, Miss., was chairman of that convention session, and made his proposal for either a closed meeting or censorship of reporters' copy. When MOTION PICTURE DAILY and other reporters indicated they would not submit their copy Reade left the room in search of TOA officers.

He returned saying he could find none and asked that the proposal for a closed meeting be put to a vote by the convention. It was defeated unanimously, and applause by the convention followed announcement of the vote. Later, Reade offered his apologies to the press.

Connett observed that he would not "want to say anything he could not be quoted on." Henry Reeve of Menard, Texas, later told the convention that "some little fellows were not given a full hearing in the committee" (Reade's) and he felt the "attempt to muzzle the trade press was a further attempt to hush up the complaints that the small exhibitors have on their minds."

Glenn Thompson of Oklahoma City also hit the press-muzzling attempt, asserting that it "is not the kind of procedure we in TOA stand for."

Numerous other exhibitors remarked that a gathering of exhibitors was the last place they expected to encounter a censorship advocate.

Sam Pinanski, outgoing president of TOA, approached the press table after the meeting adjourned and personally commended many of the reporters for their "fine work on behalf of TOA."

THIS IS A TEASER!
she dances!
she sings!
she makes love!
YVONNE DE CARLO
stars in
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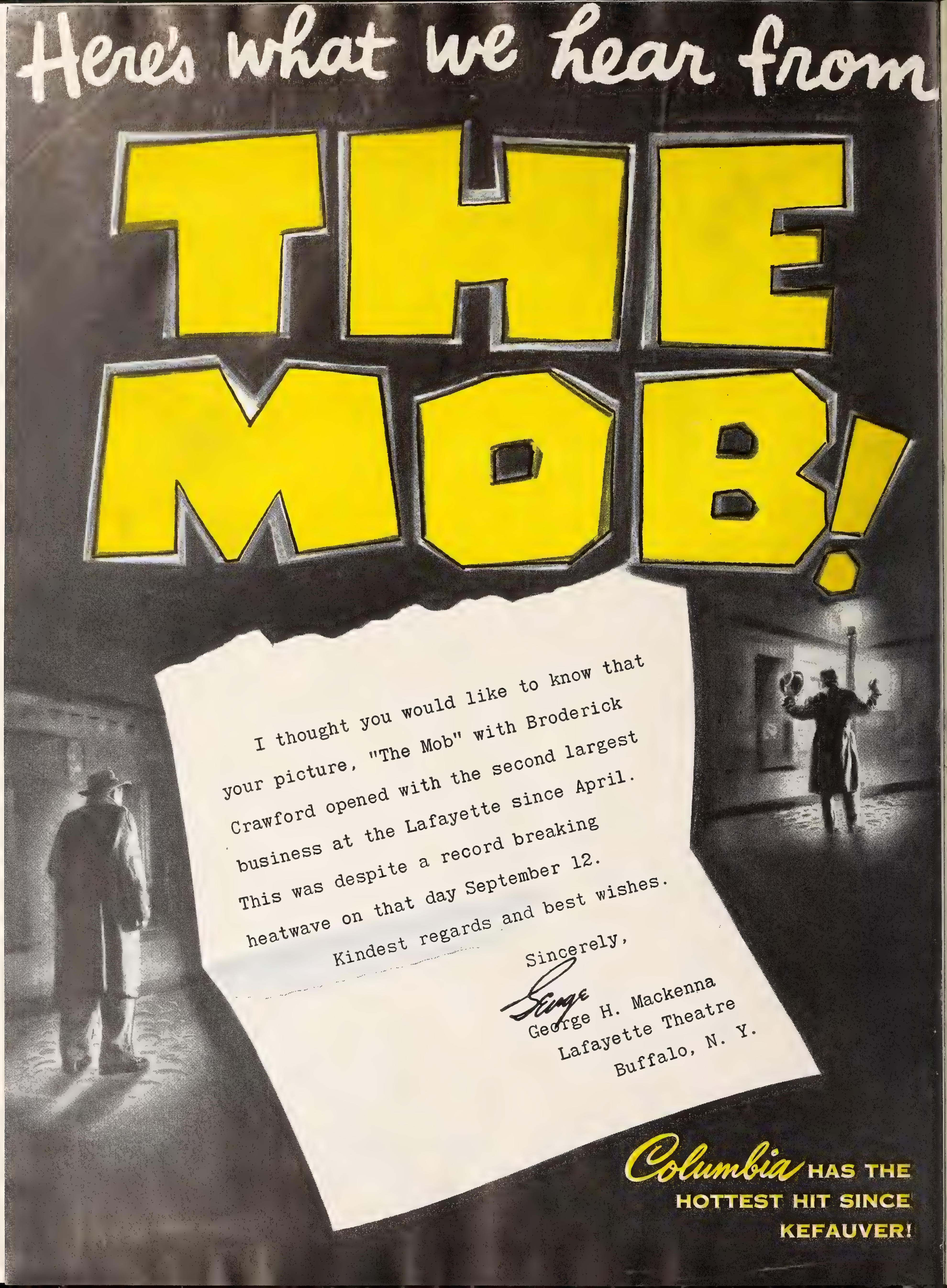

I thought you would like to know that your picture, "The Mob" with Broderick Crawford opened with the second largest business at the Lafayette since April. This was despite a record breaking heatwave on that day September 12.

Kindest regards and best wishes.

Sincerely,

George

George H. Mackenna
Lafayette Theatre
Buffalo, N. Y.

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